



PRINTERS' INK

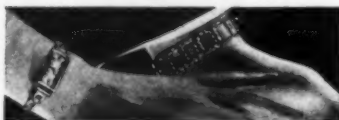
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A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CLV, No. 12

NEW YORK, JUNE 18, 1931

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Remarks on changing seats in midstream



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TIME was, when only a brawny top-sergeant, with the will to back up his judgment, would dare to wear a wrist-watch. . . . Today bankers, engineers, clerks, artists, laborers — have endorsed wearing the watch on the wrist.

Confronted with this change in vogue, the R. F. Simmons Co., Attleboro, Mass., leading makers of fine watch-chains, found themselves in a ticklish situation. Obviously, people who wear wrist-watches have little use for watch-chains. A business was threatened. What could be done?

Our clients did a smart thing — *they recognized what had happened*. So, they changed seats in the boat. They perfected a new wrist-watch *bracelet*, including several new features, added it to the watch-chain line — and *kept right on advertising!* A campaign in trade papers and national magazines, featuring the new bracelets, quickly told the facts in pointed, precise detail. . . . People are stepping into jewelry stores.

N. W. AYER & SON, Inc.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London



IN DESIGNING THE PACKAGE containing Nivea Creme, Federal's Department of Design has applied the principle of *The Interrupting Idea* and produced containers which in their blue and white simplicity interrupt the woman who scans, casually or critically, the toilet goods counter, and definitely focus her attention on the product.

FEDERAL ADVERTISING AGENCY, INC.
Six East Thirty-ninth Street, New York

Issued w
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June 29,
Vol. C

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLV

NEW YORK, JUNE 18, 1931

No. 12

Salesmen's Reports—A Gold Mine in Hands of Advertising Agency

Digging into These Reports Helps in Shaping Advertising Plans

By H. B. LeQuatte

President, Churchill-Hall, Inc. (Advertising Agency)

IT is a fairly common practice for sales managers to study salesmen's reports for sales department information. In fact, that is probably the main object in securing such reports.

A successful sales manager realizes that conscientious salesmen's reports are a source of helpful and important information, and selling policies are not infrequently based upon them. The office executives, too, are largely dependent on their sales forces to keep themselves supplied with information concerning those factors which are of most interest to the trade. The sales force is, in effect, the eyes and the ears of the organization.

But I venture to say that it is most assuredly not equally realized that salesmen's reports are also likely to be gold mines when in the hands of the advertising agency for study and use.

No one will deny that *effective* advertising is that which comes closest to a thorough understanding of the trade and the public. And no one is more likely to have this understanding than is the salesman. That is his job. He is right on the firing line. He is in daily contact with the dealer or the public or both.

Consequently, his reports to the sales department frequently contain important information for those who are most concerned with the direction and preparation of the company's advertising.

In view of these palpable truths, would it not be an excellent prac-

tice for advertising agencies to receive and study the salesmen's reports of clients? Certainly those advertising men who *do* make it a practice to study the salesmen's reports of the advertisers they serve have no difficulty in recalling incidents in which such studies have played an important part in shaping advertising plans, to the greater benefit of the client.

I recall a case of some years ago. The manufacturer, selling through grocery outlets, was in the hands of a receiver. The advertising agency's study of the manufacturer's salesmen's reports, as well as calls made by the agency with salesmen on the trade outlets, disclosed an undercurrent of feeling upon the part of dealers to the effect that, verbally stated, "We should like to continue to do business with you but we are not certain that your firm will continue in business."

As a matter of fact, the receivership was but a temporary one, under conditions having little or no effect upon the company's ability to continue in business.

As a result of the advertising agency's analysis of the situation, disclosed mainly through its study of the salesmen's reports, a campaign was prepared and then run throughout the entire year, as proof that the company was in business and would so continue. Apart from the fact that the organization in question is, today, the largest in its field, it is not too much to suppose that if the sales-

men's reports had not been studied in the light of their importance to the advertising, trade resistance would have accumulated to such an extent that it would have taken thousands of dollars and, perhaps, several years, to overcome.

Another example:

An advertising agency's careful examination of the salesmen's reports of its client, a company manufacturing an automotive product, disclosed that the volume of sales from one important jobber was decreasing instead of increasing. This led to a personal call by the head of the advertising agency upon the jobber.

After some discussion, the jobber frankly stated the reason his orders had fallen off was because he regarded the company as a "bunch of old women" rather than a group of business men—"back numbers," in a word. Further study of salesmen's reports and personal contacts with jobbers revealed that this feeling was general, with the result that a comprehensive advertising campaign directed to the trade was built for the purpose of combating and answering this thought.

Hidden Gold

We talk of dealer profits, consumer acceptance, and advance many other appeals. They all are good when justified. But sometimes, hidden in the salesmen's reports are things said and done between salesman and dealer, thoughts, feeling, beliefs, opinions, which, when studied and viewed in the light of their application to advertising, may cause many an advertising campaign to be recast or made over with considerably more profitable results.

An advertising agency serving a manufacturer of a grocery product discovered, upon studying the salesmen's reports, that considerable difficulty was being experienced in selling jobbers because of the manufacturer's activity with the chains.

The advertising agency's answer to the situation was to plan a page for the salesmen's portfolio which showed that practically every worth-while chain in the

country featured the manufacturer's product. Each salesman was then advised to approach jobbers with the statement that he, the salesman, wanted to show the jobber a fast-moving item and, as evidence of this fact, the chains featuring the product were presented, as shown by the salesman's portfolio.

Then there was the case of a book publisher. One of his publications had headed the list of best sellers for almost three years. It was a phenomenal success. But last Christmas, when the salesmen called upon the dealers, they found that the dealers would no longer buy the book—they believed that it had "run its course."

When the advertising agency received the salesmen's reports, it prepared a single advertisement and ran it in January, admittedly one of the dullest book months in the year. The result? The advertisement drove customers into the stores for the book, forcing the book dealers to stock it again and proving that "There was still a little life in the old lady yet." In fact, this particular book is now selling as well as it ever sold before.

I know a man who, as an executive of a nationally known corporation manufacturing a dentifrice, considered it one of his most important duties to dig out all the constructive information from every salesman's report, passing it along to the advertising department, and finally seeing to it that it reached the company's agency where it found its way into many appeals, copy and headlines.

And I know, too, of a salesman who, as the result of a talk he had with a dentist, uncovered important and little-known information which, being passed along to his company's advertising agency, was made the basis of an exceptionally successful advertising campaign on the company's product.

Here, in salesmen's reports, is a gold mine that every advertising man can work. And I am sure that if every concern would systematically extract all the yellow metal from the salesmen's reports and, in turn, pass such information to their

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On with the *NEW!*



"Now the old room's going to look like something," says Joe O'Connor confidently. Last week Bill Judlow's folks had a little painting done. Joe saw it . . . and decided the O'Connor home needed a little brightening up too. The only problem was convincing Ma and Pa. But that was no problem—for Joe.

Joe spreads the soft soap for what he wants as slickly as he spreads paint—and he is no rank amateur when it comes to interior decorating! He has made a careful study of his parents and knows how to put his sales arguments across successfully.

Joe's opinions swing a lot of weight in the family buying

councils. He has the names of the products he thinks best right on the tip of his tongue, and he doesn't hesitate to voice them.

Joe is just one of the 700,000 young fellows who read *THE AMERICAN BOY*. 85% of them are of high-school age and over. These men-in-everything-but-years root for or against your product with no mean results. Talk to them in *their* language on the pages of the one magazine they call their own. September forms close July 10th.

The YOUTH'S COMPANION
combined with
American Boy Founded 1827
Detroit Michigan

advertising counselors, a great deal of benefit would result.

Let your advertising agency be on an equal basis with the sales department so that their helpful interpretation may be applied to sales reports.

Executive Changes on Seattle "Post-Intelligencer"

W. V. Tanner has become chairman of the board of the Post-Intelligencer Company, publisher of the Seattle, Wash., *Post-Intelligencer*. He has been for many years legal counsel for the Hearst organization in Washington. J. C. Flagg, who has been business manager, becomes general manager of the paper. James G. Doyle, who has been publisher of the *Post-Intelligencer*, is being transferred to new duties in California. His duties as publisher, it is understood, will be assumed by Mr. Tanner and Mr. Flagg.

Death of G. L. Johnson

George L. Johnson, chairman of the board of Rainbow Luminous Products, Inc., New York, and formerly chairman of the board of directors of the General Outdoor Advertising Company, of that city, died on June 14 at Tucson, Ariz. He had also been head of several other organizations, including the Golden Center Mines of New York, American Barley Corporation, Baedeker Corporation, Railway Equipment Manufacturers, Schoolite Corporation of New York and the Strader Oil Company of California. For many years Mr. Johnson had maintained Western headquarters at Phoenix, Ariz.

Randal Borough, Partner, Mark O'Dea Agency

Randal Borough, who recently sold his holdings in Lord & Thomas and Logan, of which he was a partner and vice-president, has joined Mark O'Dea & Company, New York advertising agency, as a partner and vice-president. Mr. Borough was one of the original founders of Thomas F. Logan, Inc., when it was formed in 1919.

C. M. Pritzker Leaves Gillette

Charles M. Pritzker has resigned as advertising manager of the Gillette Safety Razor Company, Boston. He was formerly advertising manager of the AutoStrop Safety Razor Company and, following the acquisition of that concern by Gillette, has been directing the advertising of Gillette, Probak and AutoStrop products.

Watrous Varnish to Mickel

The Watrous Varnish Company, Philadelphia, has appointed Joseph R. Mickel, advertising agency of that city, to direct its advertising account.

"International Studio" and "The Connoisseur" Merge

International Studio, New York, will be consolidated with *The Connoisseur*, London, effective with the September issue. The American edition will be known as *The Connoisseur and International Studio*. No change in ownership is involved. Miss Helen Comstock, formerly associate editor of *International Studio*, has been appointed American editor. L. F. Black, who has been with *International Studio* for the last three years, has been appointed special advertising representative.

Appointed by "The American Architect"

Walter E. Dexter, formerly Western advertising manager, has been appointed advertising manager of *The American Architect* with headquarters at New York. J. G. MacArthur has become Western advertising manager of *The American Architect* with headquarters at Chicago. Mr. MacArthur was formerly Western advertising manager of *The Architectural Forum*.

E. F. Corbin Advanced by Meredith

E. F. Corbin, for nineteen years with the Meredith Publishing Company, Des Moines, Iowa, has been made a vice-president. *PRINTERS' INK* is informed by Fred Bohlen, president. Mr. Corbin, who has been director of promotion and sales and in charge of the advertising and editorial departments, will continue in charge of promotion and sales of the Meredith publications, *Better Homes & Gardens* and *Successful Farming*.

Curtis Adds to Staff

Robert R. Robertson, formerly with the tire division of the United States Rubber Company, Detroit, has joined the advertising department at Philadelphia of the Curtis Publishing Company. J. N. DuBarry, at one time with the advertising agency then known as Barrows & Richardson, has joined the advertising sales department of the Curtis company in the Philadelphia office.

Sargent & Greenleaf to Baltimore Agency

Sargent & Greenleaf, Inc., Rochester, N. Y., bank locks and builders' hardware, has appointed Van Sant, Dugdale & Corner, Inc., Baltimore advertising agency, to direct its advertising account. Business papers and direct mail will be used.

New Account to Paul Cornell

The Walker-Gordon Laboratory Company, Inc., Plainsboro, N. J., has appointed The Paul Cornell Company, Inc., New York advertising agency, to direct the advertising of Walker-Gordon milk.

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Thorough Trading Area Coverage Through One Newspaper!

Department Store Sales On a Par With 1929

MILWAUKEE, the "Old Reliable" among metropolitan markets, is again showing its exceptional stability of buying power in the volume of department store sales.

Dollar sales volume in April, as shown by the June 1 Federal Reserve report, was down only 4.7% as compared to April 1930—and, strange as it may seem, sales here in April 1930 were 4.5% above April 1929 volume. Considering the present low price level, it is evident that department stores here are selling more merchandise than in 1929!

Here is a market well worth cultivating in 1931—doubly so, in view of the fact that you need use but one newspaper to sell the market *thoroughly*.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Run-of-Paper Color Advertising Available Daily and Sunday

THE SAME KIND OF A



Chesebrough's "Real Folks" is an outstanding success as radio entertainment. It is equally successful as an advertisement of "Vaseline" Preparations because it is con-

structed on the same basis of other Chesebrough advertising efforts—keyed to a widespread home and market in which "Vaseline" Products have a useful

D MAGIC



227,000 inquiries

from a single broadcast . . .
distribution for another drug
product in the New York
market won in two weeks
without a single salesman . . .
a ten per cent increase in four
weeks (without increased ex-
penditure) for a product
whose sales had been static
for four years . . .

Is there some magic about
radio advertising? Yes. The
same kind of magic that can
be found in a great many other
kinds of sales effort. The
magic of sound thinking,
imagination and hard work.

M^cCANN-ERICKSON
ADVERTISING

NEW YORK CHICAGO CLEVELAND DENVER SAN FRANCISCO
SEATTLE LOS ANGELES TORONTO MONTREAL VANCOUVER
WINNIPEG LONDON PARIS FRANKFORT, O. M.

Eleven Ways to Cut Waste in Dealer Helps

All Eleven Are Based on That Rare Thing—Common Sense

By M. J. Brooks

Advertising Manager, Sweet-Orr & Co., Inc.

IF all the display cards that go to waste each year were laid end to end, 5,000 advertising managers would still keep on buying and shipping them just the same. I wouldn't take anybody's word for the exact amount of money involved but I'll bet it would release every inmate of all the Alimony Clubs in the country, buy a seven-course dinner for every general in the Mexican army and leave nearly enough over to cover the difference between the F.O.B. and delivered prices on any bank roll buster shipped from Detroit, Mich.

Don't feel, however, that the retail trade does not *appreciate* a nice shipment of display cards. In fact, dealers often make very good use of them, if the manufacturer brings himself to see things their way.

There are many ways in which the admitted enormous wastage of displays can be lessened. Here are a few suggestions that may be useful.

1. Ship displays and merchandise in the same package whenever possible. It's easier to get your goods in a window direct from the shipping case than after they've been placed on a shelf. Enclose with invoice a notice showing the value of the displays and a request for return collect if they can't be used. Also enclose halftone illustrations of simple display windows featuring your products.

2. Never send a display card without a request from either your salesman or your dealer.

3. Have salesmen carry displays in their cars and note on back of every order sold the quantity of display matter they have personally put up. If they don't use any, make them explain why. Check up on salesmen to see whether they are just handing out the displays or are actually putting them up.

4. Improve the quality of your display cards to such a point that they have an apparent actual value. If you supply nothing but junk, your dealers will naturally consider them as such.

5. Obtain as much permanent space as possible. Isn't a permanent sign costing \$1 worth twenty 10-cent signs used a week or thrown away entirely?

6. Investigate the possibilities of glass, wood, celluloid, cloth, papier-maché and other materials in addition to your other displays.

7. When shipping to the trade, see that each display is equipped in as many ways as possible for use in various ways. Most displays should be at least easled and strung. A tack and a couple of gummed stickers may be included. This all costs a cent or so more but think how many of your displays have been thrown away just because the clerk or storekeeper didn't have a tack in his hand when he took them out of the package.

Give the Dealer Help

Give the dealer every incentive and help possible. If he receives a nice calendar with a push-tack included, isn't it a real temptation to put it up right away? (Don't use carpet tacks, though. Make sure your tack can be pushed in with the thumb, thus eliminating the hunt for a hammer.)

8. Don't buy displays in such huge lots that you send the same dealer two or three of the same thing. It's hard enough to get the first one used. What chances do the second and third have if they are "old stuff?"

9. Try to incorporate the actual product in at least one display. Possibly a combined electric sign and display cabinet can be worked out. If the individual cost is too

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It's the Home That Counts in Detroit..



In Detroit there is no subway. More people drive down to work in their own cars than in any other city in the world, with the possible exception of New York and Chicago.

Driving and reading don't go together. So in Detroit newspaper reading is largely confined to the home. And The Detroit News, by any survey ever made, reaches more homes than any other Detroit newspaper by large percentages. Of its total city circulation (the largest in Michi-

gan) 76% is delivered to the home.

In the home is where the sale originates, for here the all-powerful family council convenes. Here the purchasing agent gets her orders and her appropriation.

The fact that The News is Detroit's acknowledged home newspaper explains why it carries as much advertising as all other Detroit newspapers combined. Think of Detroit in terms of homes—it is the only way to sell the Detroit market.

The Detroit News

New York,
I. A. KLEIN, Inc.

THE HOME NEWSPAPER

Chicago,
J. E. LUTZ

Member 100,000 Group of American Cities

high to give to every store, have some made up for each salesman and make him responsible for moving them from store to store.

Never lose track of the location of an expensive display. Eventually, the dealer will tire of seeing even that—and then out it goes unless you commandeer it for some other account.

10. Make sure your displays aren't too large. The main problem of the average merchant is to pay the rent. He uses as little space as possible, as few clerks as possible. He may use three small displays whereas he couldn't possibly use one large one.

11. Visit your retailers and see for yourself what they can use and what they can't use.

This is a great year for cutting out display waste. Use common sense. Better displays, displays that will surely be used, mean a real investment in point-of-sale advertising. If your policy is now "hit-or-miss" quit "missing" and start "hitting." That's gold in them thar displays if you'll only buy and ship them intelligently.

Radio Manufacturers Elect

J. Clarke Coit, president of the United States Radio & Television Corporation, was elected president of the Radio Manufacturers Association at the annual convention at Chicago last week. A. S. Wells, president, the Gulbransen Company, was elected first vice-president. Fred D. Williams, manager, radio tube division, National Carbon Company, and N. P. Bloom, president Adler Manufacturing Company, were named second and third vice-presidents, respectively. Leslie F. Muter, president of the Muter Company, was elected treasurer.

Utility Appoints McCann-Erickson

The Pacific Lighting Corporation, whose properties include the Los Angeles Gas & Electric Company, Southern California Gas Company, Southern Counties Gas Company and the Santa Maria Gas Company, has appointed the San Francisco office of McCann-Erickson, Inc., to direct its advertising account.

C. W. Melton Advanced by Dallas "Dispatch"

Clide W. Melton, formerly advertising manager of the Dallas, Tex., *Dispatch*, has been made business manager of that paper. He succeeds C. H. Newell who, as previously reported, has become publisher of the Texarkana, Tex., *Press*.

Classified Advertising Managers Meet

O. S. Wespe, Louisville, Ky., *Courier-Journal*, was elected president of the Association of Newspaper Classified Advertising Managers at the annual convention at French Lick, Ind., last week. Dean Heintzelman, Akron, Ohio, *Beacon-Journal*, and C. C. Armstrong, Minneapolis *Tribune*, were named first and second vice-presidents, respectively. W. R. Carroll, New York *Times*, is the new secretary and Charles Hardin, Columbus, Ohio, *Dispatch*, was elected treasurer.

New directors are Worth Wright, Los Angeles *Examiner*; J. H. Butler, Houston, Texas, *Chronicle*, and George Lasker, Milwaukee *Sentinel*. Charles Winters, Chicago *Daily News*, the retiring president, goes on the board of directors. Holdover directors include H. J. Coleman, New Orleans *Times-Picayune*; Harold L. Goldman, New York *Sun*; and John G. Tierney, Spokane, Wash., *Spokesman-Review*. The officers also serve on the board of directors.

William Peterman Account to Benton & Bowles

William Peterman, Inc., manufacturer of Flyosan, Peterman's Discovery, Reach Food and Ant Food, has appointed Benton & Bowles, New York advertising agency, to direct its advertising. Newspapers and radio will be used. William Peterman, Inc., was recently acquired by Bristol-Myers Company, a subsidiary of Drug, Inc.

N. D. Ely Joins Dunham, Younggreen, Lesan

Newell D. Ely, formerly with Doremus & Company and Erwin, Wasey & Company, has joined The Dunham, Younggreen, Lesan Company, Chicago advertising agency, as radio department director.

P. T. Coburn with "The Business Week"

P. T. Coburn, for many years with the McGraw-Hill Publishing Company, has been appointed promotion manager of *The Business Week*, New York.

Power Control to Tyson

The Power Control Corporation, Syracuse, N. Y., has appointed O. S. Tyson and Company, New York advertising agency, to direct its advertising account. Business papers and direct mail will be used.

"The Golden Book" to Change Size

Beginning with the August issue, *The Golden Book*, New York, will change its page size to 6 by 8 1/4 inches, with an advertising page size of 5 by 7 1/4 inches.

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4-COLOR ADVERTISING

Available In

DAILY ISSUES

of The Florida Times-Union

Although 4-color advertisements have never been used generally in American daily newspapers, and the Times-Union has never before offered this service, the use of color has been demonstrated—even as far back as 1927, when this newspaper accepted and published a campaign of 4-color advertising in its Monday edition; duplicating the excellent printing of the New York Journal's Magazine Section, from which publication the plates were procured.

Using the Pancoast type of Hoe color press, connected directly with the black-and-white presses, a wide range of products in full color is made possible, thus permitting us to offer all advertisers unrestricted use of color in the Daily and Sunday editions, limited only to 560 lines minimum, and at small additional cost:

	4 Colors		3 Colors		2 Colors	
	Daily	Sun.	Daily	Sun.	Daily	Sun.
560 lines or more in size.....	.19	.22	.18	.21	.17	.20
1200 lines or more in size.....	.18	.21	.17	.20	.16	.19
2384 lines (full page).....	.17	.20	.16	.19	.15	.18

Black-and-white: 13c a line daily, 16c a line Sunday.

Minimum for color, 560 lines.

Page Size: 8 cols. x 298 lines (17" x 21 $\frac{1}{4}$ "). 3 days closing.

MATS ONLY REQUIRED—Good Printing Guaranteed

Color advertisements in the SUNDAY edition may appear in the black-and-white section (3 days closing) at above rates or in the MAGAZINE Section or COMIC Section (10 days closing) at \$450 for a full page, 7 cols. x 298 lines; \$250 for a half page; \$50 for bottom-of-page strip, 7 cols. x 28 lines.

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

Net Paid 52,219 daily, 60,365 Sunday, A.B.C. March 31, 1931



As Typical C

. . . as the city itself, Midweek presents a weekly heart, M
panorama of the color, force and action of this family .
ever-interesting metropolis. The majority of Midweek with a
authors are Chicagoans. The locale of their stories is
Chicago. The viewpoint and attitude of Midweek's
content is Chicagoesque. Close to the city's real

ADVERTISING REPRESENTATIVES:

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO
Home Office	John B. Woodward	Joseph R. Scolaro	C. Geo. Kroger
Daily News Plaza	Inc.	3-241 General	303 Crocker
Tel. Dearborn 1111	110 E. 42d St.	Motors Bldg.	Nat'l Bank Bldg.
	Tel. Ashland 4-2770	Tel. Empire 7810	Tel. Douglas 7810

MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES



© Chicago Aerial Survey Co.

A Daily News representative at any of the offices listed below will be glad to call and tell the rest of the Midwest story of Color . . . Economy . . . Results.

ca Chicago

weekly heart, Midweek is interesting reading for the Chicago
s lively family . . . an ideal medium for the merchandiser
Midweek with a sales story addressed to the Chicago family.
ories is
Midweek's
s real

MIDWEEK

Wednesday Every Week with

FRANCIS
Geo. Kroger
Crocker
Bank B
Douglas
TIES

he Chicago Daily News

Chicago's Home Newspaper



**All Keys hang not
on one bunch" - -**

Aesop said 2000 Years Ago

*A lame man, with good eyes, rode
a blind man, with good legs, to
wealth. Things not had one way
may be reached by another.*

*If national farm papers have
not sold the Southwest for you,
it's another case of the wrong key.
The nationals are "lame" in cover-
age down here.*

*It's easy to tap the Oklahoma and
Texas farm market with the Okla-
homa Farmer-Stockman. It
guides 200,747 farm families in
their buying.*

THE OKLAHOMA

FARMER-STOCKMAN
OKLAHOMA CITY OKLAHOMA

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How the A & P Views Advertised Brands

About 42 Per Cent of Its 1930 Gross Sales of Over a Billion Dollars Were Sales of Branded Goods

An Interview by Roy W. Johnson with

John A. Hartford

President, The Great Atlantic & Pacific Tea Company

WHAT led up to this interview was a statement by Mr. Hartford in the course of his testimony at the hearings held by the Government on a petition by the meat packers for modification of the consent decree filed against them under the Sherman Act. Testifying concerning the policies and practices of his own company, the president of The Great Atlantic & Pacific Tea Company declared that "loss leaders" are no part of the company's policy, and that A & P does not attempt to substitute any other brand, including its own exclusive brands, for any particular brand for which a customer may ask, but adheres to the policy of serving the customer with what is wanted and not attempting substitution in any form.

So plain and categorical a repudiation of a policy commonly attributed to the chain store as traditional, if not fundamental, seemed to call for further exposition. If the largest and most successful of the chains does not use the familiar weapons of "predatory price-cutting," it strikes at some cherished illusions, including one of the main arguments for price-maintenance legislation.

Much has been written about chain-store distribution from the standpoint (and to a large extent with the bias) of the manufacturer, and this, it seemed to me, afforded an opportunity to ask for a plain statement of policy from the standpoint of the chain itself. I asked Mr. Hartford if he would not give, for readers of PRINTERS'



John A. Hartford

INK, a more detailed exposition of the A & P policy with respect to nationally advertised, manufacturers' brands.

"The truth of the matter is, I think," he replied with a smile, "that there isn't any such policy. By that I mean that we don't discriminate in favor of manufacturers' brands, or against them. So far as we are concerned, the question as to whether a product is nationally advertised or not is very largely irrelevant.

"We are retailers, and our function, as we see it, is quite simple. It is our job to give the public what the public wants at the least possible cost. The demand of the public and our ability to supply it economically are the criteria, and questions of brand or no brand are of no importance. In our endeavor to meet this demand, we have developed certain exclusive

brands, some of which are perhaps among the most widely nationally advertised of food products.

"The customer who comes into an A & P store and asks for 'coffee' will be served with one of our exclusive brands, because we believe that we can give her better value for her money in that way. But if she asks for ——— coffee, she gets ——— without the slightest hesitation.

Customer's Wishes First

"It is our function to serve the customer, and the customer's wishes are paramount. So that our policy with respect to manufacturers' brands is one of neutrality and impartiality. About 42 per cent of our gross sales of more than a billion dollars last year were sales of branded goods, and our exclusive brands represented but 17 per cent of the total.

"Of course we do have leaders, as does everybody else in the grocery trade. It is simply the established custom. Sometimes the goods featured as leaders are manufacturers' brands, and frequently they are not. Sometimes they are our exclusive brands.

"There is no rule about that. It is entirely within the discretion of the divisional sales manager, depending upon what lines are locally in demand, his costs, and his ability to give the best possible 'break' to the customer. We cannot sit here at headquarters and tell the sales manager at Dallas, Texas, what he ought to feature as a leader and the price he should get for it. We do not try.

"Years ago we decentralized the business because it became too big to be handled successfully from headquarters. Our six divisions manage their own sales. They know their own markets, and they know their own costs, and in the light of that they select their own leaders.

"It is not our plan, however, to sell goods below cost, and that goes absolutely irrespective of the question as to whether the goods are branded or unbranded, advertised or not advertised. Irrespective of any beliefs or theories to

the contrary, we do not believe in the use of 'loss leaders,' and we are not price-cutters in the commonly accepted sense of the term."

"Mr. Hartford," I said, "would you care to make any comment from your own standpoint on the subject of the anti-chain agitation?"

In reply he drew my attention to the portrait of a white-haired gentleman in a panelled recess above the fireplace.

"There," he said, "is the founder of this business. My father. Seventy years ago, or seventy-two to be exact, he opened a store on Vesey Street in New York with the simple idea of selling certain food products which the public wanted, without any extravagant service charges. He prospered, and by and by he opened another store, and then another, and so on, until at some point in the process he came to be regarded as an octopus—a hydra-headed monster, seeking whom he might devour. Just when that change in character took place I have never been able to discover, but why it happened is, of course, perfectly understandable.

"From our own standpoint we are not callous or insensitive to the anti-chain agitation, in spite of the fact that it is to a large extent based upon misapprehension or misrepresentation of our policies and our purposes. On the other hand, we are thoroughly and sincerely convinced of the economic soundness of our position from the standpoint of the whole public. I say that without any mental reservations whatsoever.

"We know that we are reducing the high cost of distribution, actually and not theoretically, and that we are passing the saving on to the public. A good deal is said about collective buying power, the assumption being that our trading advantage is mainly due to our ability to command huge quantity discounts and force price concessions. We are close buyers, it is true, and we think that we are scientific buyers, but the prices that we pay are of vastly less importance as a factor in reducing

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the cost of our service than most people imagine.

"Twenty-five per cent of our sales, for example, consists of manufacturers' brands, and wholesale prices are pretty consistently maintained. We pay as much for coffee, for example, as any purchaser of ten cases. Our sugar purchases amount to fifty million dollars a year, yet we do not obtain it for any less price than the man who buys a thousand dollars' worth. *Furthermore, it is not good to depress prices to such an extent that we begin to starve our own sources of supply.* As a matter of fact, you may be interested to know that the amount of money we pay in premiums to insure quality exceeds the amount we receive in quantity discounts. Take butter for example. We are paying premiums on practically all of our butter requirements for the sole purpose of insuring a steady supply of quality butter. A small purchaser can fill his requirements without this additional payment.

"Our ability to bargain for price concessions and quantity discounts is of very slight importance in comparison with the positive and permanent savings we effect in operating costs. The real measure of the effect of the elimination of unnecessary steps and excessive handling of merchandise is best indicated by the savings to the customer, which are shown by such consumer price surveys as those made by Dr. Malcolm D. Taylor, Associate Professor of Marketing in the University of North Carolina, who reported savings of 13.79 per cent; by Edgar Z. Palmer, Associate Professor of Economics, University of Kentucky, who reported savings of 14.3 per cent, and by the School of Commerce and Administration, The University of Chicago, which reported savings of 10 per cent.

"Our ability to bring merchandise to the consumer at a lower cost may be explained to some extent by the studies of retailers' and wholesalers' expenses made by various universities. The Harvard University Business School estimated in 1924 that the expense rate of a retail grocer was 18 per

cent. The University of Colorado in 1927 figured this rate at 17 per cent, and the University of Nebraska in 1928 as 16.9 per cent. Wholesalers' expenses were figured by Harvard in 1923 as 10.6 per cent. The University of Ohio in 1927 obtained a figure of 9.5 per cent as the average expense of wholesale grocers, and the University of Indiana in the same year obtained the figure of 10.3 per cent. Our own total expense rate for combined retail and wholesale functions is less than that of the average independent retailer alone, although we go beyond functions of the wholesaler by obtaining a large part of our merchandise at the source of production.

"Take coffee, for example. Our buyer in Santos notifies us by cable of a \$500,000 purchase; we cable him the amount in *milreis*, the shipment comes forward, and in four weeks' time the coffee is on the consumer's table and the retail price is in the cash register. Compare that with the tedious and laborious process, involving many changes of ownership and repeated financing, as coffee is generally routed to the consumer—from grower to local buyer and thence to South American exporter, American importer, roaster, wholesaler and retailer. I could go on almost indefinitely with instances to the same general effect.

Economic Justification

"These savings in operating costs are passed on to the public and that, reduced to its simplest terms, is our economic justification. Perhaps the situation would be somewhat different if we were obliged to make all the profit we possibly could for ourselves; if, for example, we had listened to the blandishments of the investment bankers and capitalized our goodwill at some fantastic figure, selling stock to the public on which we were compelled to pay dividends. We are not, however, obliged to do anything of the sort. We operated last year on a net margin of substantially less than 3 per cent, and if we are not interfered with we shall ultimately be

able to satisfy all our profit requirements with a smaller margin than that.

"I repeat that we are not insensitive to the perfectly understandable sentiment against the chains. But we must simply rest our case upon this economic justification; that we are doing the particular job that we do cheaper and better than it was done before.

"The introduction of improved methods has always been accompanied by inconvenience and disaster to individuals who could not accommodate themselves to the new conditions, and the human tendency is to rise up and smite the object that causes the disturbance. The introduction of labor-saving machinery was accompanied by destructive riots, if you remember, and there was a perfect tornado of fury aroused in the early days of the power loom.

"I don't mean to imply that we think ourselves above criticism. We have not by any means solved all our problems. In an organization of 16,000 stores and 80,000 human individuals there is bound to be a certain margin of fallibility, and no matter how wisely and how definitely we formulate our policies there will be occasions on which they will not be fully carried out. On the other hand, we know that our basis of operation is sound and we are convinced that our policies are sound from the standpoint of the public interest—which after all is the only thing that ultimately counts."

At the beginning of our interview Mr. Hartford had asked his secretary to bring in a certain chart, which turned out to be a graphic record of the wholesale prices paid by the A & P for certain groups of commodities over a period beginning with October, 1929. He called attention to this chart now.

"On the question of our impartial attitude toward manufacturers' brands," he said, "you can readily see at a glance what the effect of advertising has been in maintaining public demand even in the face of a severe depression. The wholesale prices of everything else that we sell have gone down,

down, down; but nationally advertised manufacturers' brands have only moderately declined in comparison.

"As a demonstration of the power of advertising to establish public preference that is pretty impressive, and it represents a public demand which, as retailers, we cannot ignore. It would be simply futile and foolish for us to mislead the public and mislead ourselves by using such products as 'loss leaders,' or by attempting to substitute brands of our own. Substitution means, nine times out of ten, that the customer is vaguely dissatisfied because she did not get what she really wanted, and it is our function to give her what she really wants.

"And on the other hand, the customer is rightfully entitled to share in our economies of operation, whether she wants to buy a manufacturer's brand or not. So the only attitude we can take is the impartial attitude, neither discriminating in favor of the manufacturer's brand, nor discriminating against it.

"It is a total misapprehension of our policy which represents us as price-cutters, featuring well-known goods at less than cost for the purpose of trading on the producer's reputation. It is not only unfair and misleading, but from our point of view it is totally unnecessary."

M. J. Casey with Pierce-Arrow

Matthew J. Casey, for the last thirteen years with MacManus, Inc., Detroit advertising agency, has been appointed assistant to the general manager of The Pierce-Arrow Motor Car Company. His duties will be in connection with all branches of sales and advertising.

Appoints Moss-Chase

The Spencer Manufacturing Company, Buffalo, N. Y., replacement axle shafts for automotive vehicles, has appointed the Moss-Chase Company, advertising agency of that city, to direct its advertising account.

Julian Laird with McCready-Parks

Julian Laird, formerly of Casmir & Laird, is now associated with McCready-Parks, New York advertising agency, as an account executive.

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1. 2,000,000 Consumers
2. 91.8% Native Born White
3. 97.8% Literate
4. High Standards of Living
5. Unexcelled Transportation.
6. Diversified Industry and Agriculture.
- 7.
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- 10.

No. 6 of ten reasons why the *Indianapolis Radius* offers uncommonly advantageous sales opportunities.

Diversified Industry and Agriculture

More than 1200 different products are made in Indianapolis's 917 manufacturing establishments. Indianapolis leads the world in the production of such dissimilar products as silk hose, malleable castings, drums, industrial brooms and brushes, concrete placing machinery, inner tubes, and a dozen others. Indianapolis automobiles, batteries, pharmaceuticals, saws and canned goods are sold the world over.

Agriculture in the rich territory surrounding Indianapolis is likewise diversified. Farm income is swelled by stock raising, dairying, truck farming, poultry raising and fruit orchards.

Drawn from widely diversified sources, buying power in the Indianapolis Radius is steady and stable... not subject to violent fluctuations. Such a market will always reward adequate advertising with a profitable volume of sales.



Member of the 100,000 Group of American Cities

THE INDIANAPOLIS NEWS

1st in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL
110 East 42nd Street

DON U. BRIDGE
Advertising Director

Chicago: J. E. LUTZ
Lake Michigan Bldg.

BALTIMORE -- Market A

THE CHESAPEAKE BAY is something more than a great commercial asset to Baltimore. It provides the city with an unsurpassed summer playground. Which makes Baltimore an enviable market for aquatic sports supplies.

In the area known as the Chesapeake Bay Country are no less than 1,750 statute miles of navigable channels, with varying depth of 19 to 156 feet. Maryland and Virginia combined have over 5,000 square miles of water area.

When you use The Sunpapers you reach those with the inclination and money to buy. The Sunpapers cover Baltimore and suburbs completely and circulate widely throughout the Chesapeake Bay Country.

THE SUNPAPERS in May

DAILY (M & E) 295,639

THE

MORNING



EVENING

SUN

SUNDAY

New York: John B. Woodward, Inc.

Chicago: Guy S. Osborn, Inc.

Atlanta: A. D. Grant

Detroit: Jos. R. Scolaro

San Francisco: O. Geo. Krogness



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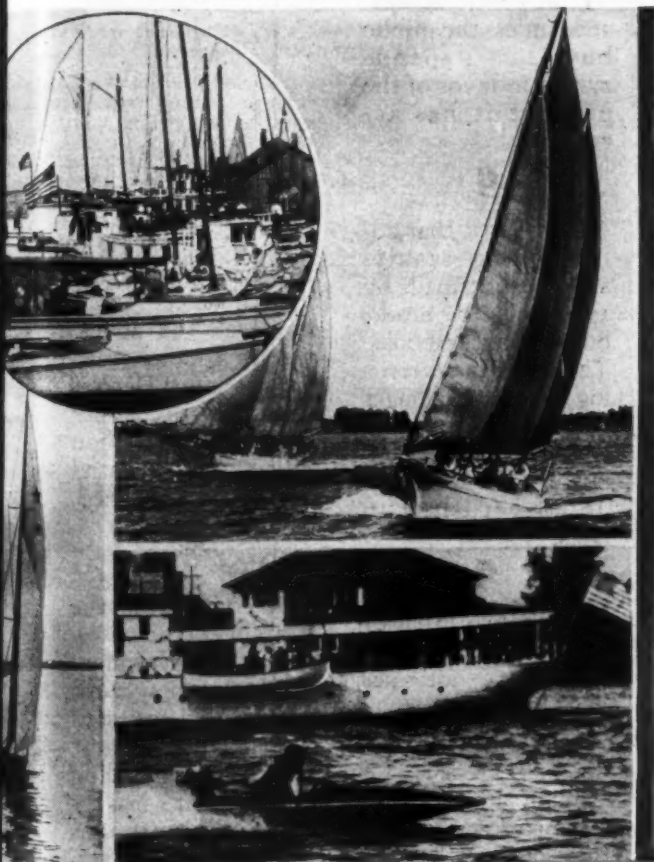
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SUN

SUNDAY

at, Osborn, Inc.
 R. Scolaro



THERE is no profit in public acceptance unless the public buys spends money in favor of the product it has accepted.



IT follows that advertising results are not obtained by appealing to heads, but to pocketbooks. The value of advertising space is no longer decided by the cost per unit of circulation, but by the cost per dollar returned in sales.



BUYING power determines whether or not sales shall be made.



THE Free Press proudly boasts that it goes beyond

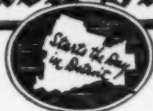
the mere arithmetic of circulation . . . that it places the advertiser in contact with the foremost Detroit homes at less cost per line per each million dollars of potential buying power reached.



IN considering the ability of this newspaper to deliver more purchasing power for each dollar invested in space, we arrive at a method of selling the Detroit market which eliminates guesswork and waste.

The Detroit Free Press

VERREE &
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CONKLIN, INC.
Representatives

New York

Chicago

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A. F. A. Delegates Told New Leaders Are Needed

Speakers Are Stressing This One Thought from Every Angle, Industrial, Social and Political, as Well as Business

THERE is one thought dominant throughout the many speeches being made at the convention of the Advertising Federation of America—a call for leadership. It is stressed from every angle, industrial, social and political, as well as business.

The first message came from President Hoover and was read to the 1,200 delegates attending the opening session. Sound, constructive advertising is bound to play an important part in accelerating the return of normal business activity, he said. It is to bring this responsibility to a full realization that 150 speakers are bluntly discussing the business facts of the day, and pooling their experiences so that from the convention there will come a better understanding of the part which each individual delegate can contribute to leading all business back to more prosperous activity.

"There is a famine of leadership," declared Dr. Glenn Frank, president of the University of Wisconsin. "There is a bankruptcy of followership that is as serious as the bankruptcy of leadership that landed us in the current economic depression."

We shall not, in his opinion, "achieve permanent immunity from the sort of depression we are now passing through until the leadership of American business and industry devises workable ways of shifting a large share of the national income into the pockets of the consuming millions and markedly increasing the margin of leisure for these millions."

This opinion, for one thing, ties into the question of wage-earning power. Lowered wages would be a direct blow at the normal purchasing power needed to return the United States to prosperity, it was stated by G. T. Hodges, president of the Federation. He also de-

nounced price cutting. Reductions in price lead to reductions in wages. With reduced wages, workers can only buy less, and the vicious circle, he pointed out, only begins all over again.

Charles E. Murphy, president of the New York Advertising Club, summed up the situation in his statement that "Advertising can never propagate with a sterile pocket-book as its mate."

Kenneth Collins, executive vice-president of R. H. Macy and Company, blamed the leadership of the past for creating the public lack of confidence today. The way out of the business morass, he said, is not to be found by reiterating day after day, talks about sales and bargains.

"We have lied too long," he said. "We have worked too many horrible exaggerations into our advertising in the past. I, and a great many others, predicted two or three years ago that one day these chickens would come home to roost—that one day deliberate falsehoods and horrible misstatements of advertising would make the public incredulous."

Can't Fool Public Today

"We have seen this demonstrated during the last year with startling clarity. Store after store, national advertiser after national advertiser, has tried to persuade the public to buy—but the public has been fooled too often."

There is but one solution, as Mr. Collins sees it. That is for advertisers to take the lead and face an honest, critical appraisal of the facts and present them to the public forthrightly.

This convention marks the first time that the New York Advertising Club has been host to the Federation in its twenty-six years of conventions. It is natural that the program should be character-

istic of New York, that the delegates from out-of-town see some of the distinguished people whom they may hear so much about.

They were given a chance to hear and see Grover A. Whalen, Mayor Walker and Governor

Roosevelt. The speech of Governor Roosevelt is reported elsewhere in this issue.

Mayor Walker was in fine form. "The fellow who doesn't advertise," he said, "will remain a secret all his life."

Jotted in a Convention Note Book

More than 150 speakers. A dozen meetings going on at the same time. This is the annual advertising convention. It is impossible to be everywhere at once and, yet, in every meeting, some speaker is giving advice or relating an experience that is pertinent to the everyday problems of a delegate, irrespective of the field of advertising in which he is engaged.

There follow tid-bits picked up here and there.

"More golf in business and less business in golf." This precept was offered by Harford Powel, Jr., of the H. B. Humphrey Company, Boston, in a talk addressed to the magazine group. He pictured the business man who, as a golfer, keeps careful count of his score and learns the right club and the right swing for every shot. In contrast, the same business man and his attitude toward advertising were described.

When he considers an advertising campaign does he really accept the advice of seasoned professionals? No! There are exceptions but, for the most part, business men as golfers are strongly businesslike; as advertisers, depressingly casual. Hence, the injunction: More golf in business and less business in golf.

"A golfer goes, as I went recently," said Mr. Powel, "to the first tee at Ardsley prepared to play that hole in just four strokes again. Same old drive with a driver. Same old second shot with brassie or spoon. Same old putt with a putter. Why does the advertiser, unlike the golfer, try to change a successful way of doing things?"

"It does seem to me," said Mr. Powel, "that we are all too satisfied

with a dribble of coupons and a scattering of response. We don't remember our best advertisements and keep them working for us as regularly as we keep our best salesmen."

The withdrawal, recently reported, of the larger theater chains from the distribution of advertising films is not so important as it may appear at first. This is the opinion of W. D. Canaday, vice-president of Lehn & Fink, who addressed the talking motion picture advertising group. Since independents control over five times as many theaters as the chains, it stands to reason, he said, that the development of this medium will continue to go forward. Said Mr. Canaday: If your picture is right, if it is good entertainment, most of these theaters will run it.

Wheat is a farm crop, it was readily admitted by Charles F. Collisson, farm editor of the Minneapolis *Tribune*, who was a speaker before the Community Advertising Association. But, contrary to popular impression, it isn't the largest farm crop. The nation's dairy and poultry industry, he pointed out, represented more than one-fourth of the entire farm income for 1929. This is more than two and one-half times the cotton crop, and the value of beef and veal, and nearly three and one-half times the nation's wheat crop for that year.

The broadcasting bill for the nation is approximately \$75,000,000, it was reported by William S. Hedges, president of WMAQ, Inc. If it were possible to maintain the same high standards of service under Government operation, he esti-

YOUTH

Has TWO Incomes

What youth can't earn it chisels out of the folks, and who cares about all this depression bologny with dough coming from two directions at once? Business never went haywire because of youthful caution, but youthful wants and enthusiasm usually supply the first fulcrum on which it is levered back to health.

Talk to youth in its own language and its own newspapers and you're quite likely to join youth in considering it not such a bad world, after all. In terms of Chicago this means well-planned copy in the Chicago Evening American, which serves youth so well that it is way ahead in its field in circulation.

CHICAGO EVENING

AMERICAN

a good newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field.

● National Representatives: RODNEY E. BOONE ORGANIZATION

mates the tax on the individual set owner would be \$5 per year.

In their insistence upon keying their radio advertising, advertising men have resorted to various devices to secure a mail response. The broadcasters themselves, said Mr. Hedges, whose remarks were addressed to the broadcast advertising departmental, confident in their own medium, have not objected to these devices to draw mail because they themselves are looking for additional sales arguments to convince any doubting Thomases.

The flood of mail so stimulated is of dubious value, in the opinion of Mr. Hedges. It possesses only one sound indication; that is that the program has been heard. The strenuous efforts to pull mail response, he warned, are bound to become fatiguing to listeners. "Can you imagine one of the higher grade magazines having a coupon on every advertisement?" Mr. Hedges asked. "What a curious looking thing that would be and yet many advertising men do all in their power to make radio appear in the same light."

The function of letterheads is to advertise while they identify. This summation of purpose was made by F. Romer, of Washington, D. C., who addressed the Direct Mail Advertising Association. Here is how he summed up the functions of the envelope: Creation of receptivity for the contents, fixing the plane of appeal, saving the mailing piece from discard.

"Good-will advertising," as a descriptive term, has been so misused that it has lost its meaning. A better name for it, in the opinion of Owen A. Conner, financial editor of the *Philadelphia Public Ledger*, would be "educational advertising."

Addressing the Public Utilities Advertising Association, he said that doubt may well be entertained as to whether educational advertising for public utilities can be made effective unless the copy tells a straightforward and interesting story. One of the methods suggested recommends giving detailed

information of the probable cost of operation of electrical appliances in the home. This class of copy not only helps the customer but also helps the company to broaden its service.

Outdoor advertising is continually harassed by criticisms of actions for which the industry is not responsible. Few campaigns against unsightly billboards and signs concern the legitimate outdoor advertising business. This point was emphasized by C. O. Bridwell, director of the creative department of the General Outdoor Advertising Company, Inc. "When we in the business use the term 'outdoors,'" he said, "we refer to the standardized structures built to certain ideals in service to a degree of uniformity." Briefly, these units are the twenty-four-sheet poster panel, the three-sheet poster panel, painted display bulletins and spectacular electric displays.

"It must be admitted that the proper use of advertising in connection with the sponsored program is a debatable question and most of us agree that finally it is the audience which will decide the question." So spoke Frank A. Arnold, director of public development of the National Broadcasting Company, at a meeting of the broadcast advertising group. "In the meantime," he advised, "it is a wise advertiser who has his ear close enough to the ground to detect the rumblings of dissatisfaction that attend the presentation of his program."

Add to the list of testimonials which pay tribute to the helpfulness which space salesmen bring to the problems of their prospects the following story. It was told by C. F. Goldthwaite, advertising manager of the Canadian National Railways, at the magazine departmental. Two salesmen visited him at his office in Montreal and devoted two and one-half hours to a sales solicitation for their publication. They did not know that the publication was already on the list.

"But they had arguments which

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PRINT

This particular message

is addressed to the
man who feels that
there **MUST** be
--somewhere--a

**BETTER
PRINTING
SERVICE**

You are right.....
There **IS** a much
better service than
the average.....
Maybe it is a lot
better than you
can imagine.....
Certainly we try
hard to make it
that good.....And
you are invited
to test it out.

**461
Eighth Avenue
New York**

PRINTING CRAFTS BUILDING

**CHARLES
FRANCIS
PRESS**

IN BOSTON....

a SELLING ST



*Whether your product
sells Monday, or every
day . . . this paper
reaches your market.*

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... Sunday gives you NG START...

MAYBE Monday means soapsuds and washing hanging on a line in some communities.

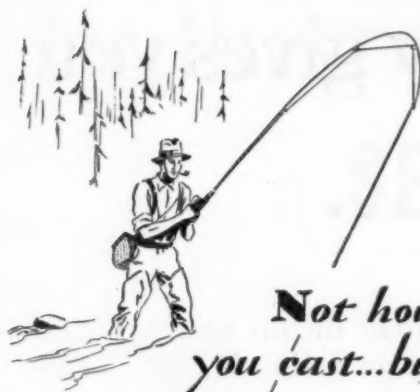
But in Boston Monday means stores full of eager, interested shoppers. Records of Boston stores prove it... especially department and furniture stores.

There's a real chance for making Sunday advertising do a job. Retail merchants don't guess... they *know* which local paper brings results.

In 1930 Boston department stores placed almost as much advertising in the Sunday Globe as in all other papers combined.

• • •
And the AAAA Survey shows the Daily Globe at least equal to the Sunday edition in "pulling" power.

The **Boston Globe**



*Not how often
you cast...but **WHERE***

A full basket of game rainbows is dependent entirely on where you place your fly, just as a full quota of sales depends on where your advertising is placed. The pick of the trout are in active waters and the pick of the sales are in active markets.



Cincinnati is an active market with a responsible, able-to-buy and wanting-to-buy people... and The Times-Star is the proven place to spot your "cast" for sales.

THE CINCINNATI TIMES-STAR

HULBERT TAFT
President and Editor-in-Chief

Eastern Representative
MARTIN L. MARSH
60 East 42nd Street
New York



Western Representative
KELLOGG M. PATTERSON
333 N. Michigan Avenue
Chicago

MEMBER OF A. B. C.—100,000 GROUP—MEDIA RECORDS

I needed in selling certain details of my own plan to my own organization," said Mr. Goldthwaite. "That two and a half hours was a lesson in salesmanship which enabled me later to put over a theory, since proved successful, in the face of considerable opposition. They did a bigger job of selling than they realized."

* * *

"How a Canadian Views American Magazines" was the subject of Mr. Goldthwaite's address. His greatest criticism concerned their apparent appalling ignorance of Canada. Many American advertisers have large markets in Canada. American publishers, he said, should make it their business to know Canada, Canadian markets and the individual Canadian better in order to be of greater service to these advertisers. "Just forget that imaginary boundary between the two countries," American publishers were advised, "and you will find a better viewpoint toward your publication both by American and Canadian readers. And after all, readers count."

* * *

Advertisers or advertising agents who purchase mailing lists should be specific in making known the purpose to which the list is to be put. An amusing example of the consequences which follow when complete information is not given was recited by Herbert F. Lewis,

of The Reuben H. Donnelley Corporation. Purchase was made of a list of schools and colleges. All that was specified was "just a good list of all kinds of schools and colleges."

Later it developed that the client was selling tarpaulins for protecting football fields against rain and snow. Naturally, he was much disgruntled when he found that a considerable portion of his direct-mail appropriation had been spent in trying to sell tarpaulins to correspondence schools.

* * *

When the export sales manager can travel in six weeks territory which it ordinarily takes six months to cover, he is aided in doing a better job of sales management. The experience of such a trip was related by Elbridge Adams, export manager of Canada Dry Ginger Ale, Inc., at the international trade conference.

Mr. Adams covered most of the trip, which was through Central and South America, by airplane. "It would seem from my experience," he said, "that the American sales manager or export executive no longer has any excuse for sending a subordinate to these markets to the south of us. A greater understanding of those countries would be built up and our businesses would benefit by an occasional visit of an American business executive who speaks with authority."

Highlights of the Convention

A Complete Shut-Out

Numerous cases come to mind which illustrate the importance of having good local representatives abroad. A good agent on the ground is often more important than a good credit man at the home office.

Recently a Midwestern manufacturer of automotive replacement springs was worried over the fact that his agent in Chile, though highly successful with other auto-

motive lines, well-rated and recommended, was producing little or no business for him, though his line sold well in other markets. Investigation disclosed that this agent, to minimize competition for himself, had secured the representation of no less than four automotive spring manufacturers, all on a supposedly exclusive basis, with the result that he was simply shutting three competitors out of the market and giving the business to his most profitable contact. Of course, when the facts came to light this agent was

seriously injured because of this incident.

The export manager of a large cosmetic manufacturing company is developing the English market most successfully. After carefully investigating the credit standing of the firm he had in mind when he went over, he decided that this house would find it extremely difficult to finance the larger orders which would become necessary when the effects of his English advertising campaign were felt. So, instead, he changed his plans and after some negotiation, was able to place the distribution of his products in the hands of a much stronger house whose credit resources and rating were such that little difficulty should be encountered in their meeting all future as well as present requirements.—Stanley E. Hollis, vice-president, American Foreign Credit Writers, Inc., before the conference on international trade.

Give the Student a Point of View

The first and most vital phase of the teaching of advertising is the development of a viewpoint, a philosophy. This, in combination with an accumulation of specific knowledge, makes up the equipment with which the student can approach the ultimate objective of advertising.

A viewpoint is essential because there are no ready-made answers to the questions asked of advertising, to the problems of the advertising man.

I have no quarrel with what is being taught the student as to the methods and mechanics of the technique of advertising. I am concerned only that the student should not think that the knowledge which he accumulates about these things in the classroom is to be used merely to answer examination questions.

I am concerned, and vitally concerned, that the student should never be permitted to forget that there are no answers; that this is not an exact science; that he must

build a philosophy and a point of view. He should never lose sight of the fact that when he goes into advertising, he is taking up a work which has for its ultimate objective—profits.

Advertising and marketing is the business you are teaching, not the art, not the science, not the profession, in the last analysis, but the business of advertising.—Norman M. Markwell, vice-president of The Paul Cornell Co., before the National Association of Teachers of Marketing and Advertising.

Ballyhoo or the Voice of Business

Advertising in itself is only blind force. Used selfishly it becomes only vulgar and obnoxious publicity, notoriety, ballyhoo. Used in merchandising, advertising is business speaking. It is business on parade, the show place, the market place of business.

Used by the consuming public advertising may become the inspiration, the active motive power of progress in material living. Advertising joined with the spiritual aspirations of a people may become their forum and at the same time their leader. Advertising is only a means to be used by business in its development and uplift. Business, itself, is only a means to be used by the social order in its pursuit of life and happiness and its development for the good of all humanity.—Joseph H. Appel, of John Wanamaker, speaking before a general session meeting.

Newspaper Executives Meet

THERE are those in the agency business who, working with advertising, feel that advertising is only in a period of adolescence. Beyond that period there lies an era of manhood and womanhood for advertising. It is the aim of these forward-looking workers-in-advertising to make advertising a calling which everyone will be

Music critics and **FOOD SALES**

OFFHAND, it may strike you as far-fetched to say that the *AMERICAN* is a great medium for selling foods because Deems Taylor has been selected by the National Broadcasting Company to judge the new contest for 12-minute musical compositions.

But it isn't.

It simply indicates the *AMERICAN*'s editorial policy of using headliners for its by-liners.

And Deems Taylor is the *AMERICAN*'s music critic—regular contributor to its urbane and brilliant "page opposite editorial"—knows music, writes music and is America's one outstanding composer of operas with *The King's Henchman* and *Peter Ibbetson* already to his credit.

In other words, he's good!

And so is every other feature writer whose work makes the *AMERICAN* New York's most interesting newspaper.

And a paper that is interesting—that is bought because it is liked—is a good medium through which to sell anything.

P.S.—Speaking of foods, the *AMERICAN*'s *Prudence Penny* and her "personalized" merchandising service are known to every important food organization selling its product in New York—and used by most of them!

**New York
American**

Nationally Represented by PAUL BLOCK & ASSOCIATES

glad to have selected as his life-work.

This forecast of the future was made by Bruce Barton, whose talk before the Newspaper Advertising Executives Association brought a record attendance for a group meeting. His talk, for the most part, dealt with pointed questions, bluntly asked and frankly answered, concerning viewpoints and practices of agency and advertiser in their use and attitude toward media. He gave his opinions with the understanding that his discussions on such vexatious problems would not be reported outside of the meeting.

Mr. Barton discussed the results of a psychology test which reveals that people are 80 per cent eye-minded and 20 per cent ear-minded. The thought here is that newspapers probably get unduly exercised over radio as a competitor, whereas here is evidence to support the practice largely followed of using radio as a supplementary medium.

Too many questions are asked and too many surveys conducted on matters of rather trivial importance, in Mr. Barton's opinion. More impressive problems challenge attention. For example: "Why are farmers burning wheat in Kansas while there are bread lines in New York? Why, with so much labor-saving machinery, do we have so little time for leisure?"

"For the first time in human history," he said, "we have productive machinery enough to supply our needs. We are working for the machines, whereas the machines should be working for us."

What is needed, as Mr. Barton sees the set-up, is a new American philosophy of life. In that philosophy, advertising will be employed to promote health, to create and stimulate faith and religion, to promote international peace. These things, Mr. Barton said, may appear to have nothing to do with business today. But they underlie everything we do, and we haven't begun to realize what advertising can do and will do in establishing health and peace and faith.

Roger W. Babson, in a statement

prepared by him and read at the convention, said the greatest service newspapers can now perform is to tell the simple truth. Papers can be forgiven, he said, for giving the optimist the benefit of the doubt three years ago. Today conditions are entirely reversed from what they were a few years ago. The old Law of Action and Reaction teaches now that unparalleled prosperity will follow the present depression, reported Mr. Babson. He stakes his reputation on forecasting the following:

1. That business has seen its worst.

2. That although the change will be slow, it will be in the right direction.

3. That within a reasonable time this country will again enter a period of marked prosperity.

These are the facts of simple truth which publishers can tell their readers and sell to their communities, he said.

The Muncie plan for providing work for unemployed was outlined by Douglas Taylor, sales manager of PRINTERS' INK. Operation of this plan was reported in PRINTERS' INK of last week and is again referred to, editorially, in this issue. Mr. Taylor urged that newspapers study the plan with a view to getting it under way in other communities when the prospects of putting several hundred men to work will develop buying power.

Raymond Bill, editor of *Sales Management*, described how future sales trends may be determined by analysis of current sales trends.

Hold Mirror Up to Farm Paper Market

IT is the publisher's function, as well as the wholesaler's, to help co-ordinate the wholesaler and the retailer in order to facilitate the steady flow of merchandise. This is the view expressed by E. M. Pattison, Chicago manager of the Silent Glow Oil Burner Corporation, speaking before the meeting of the Agricultural Publishers Association departmental of the Ad-

The Sunday Sun-Telegraph is FIRST in Pittsburgh

For the First Five Months of 1931

FIRST in Total Advertising!

FIRST in General Display Advertising!

FIRST in Retail Display Advertising!

FIRST in Automotive Advertising!

FIRST in General Rotogravure Advertising!

FIRST in Circulation!

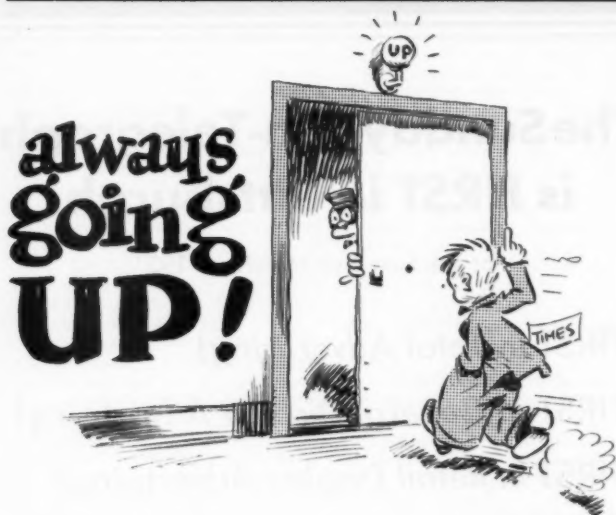
Linage in Press Metropolitan Section is excluded,
as it is distributed to only a small portion of
Press circulation.

Times Have Changed in Pittsburgh!

THE SUN-TELEGRAPH

The Sunday Sun-Telegraph Has the Largest Circulation Ever Attained by Any Pittsburgh Newspaper

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES



*The DAILY TIMES,
20 Months Old,
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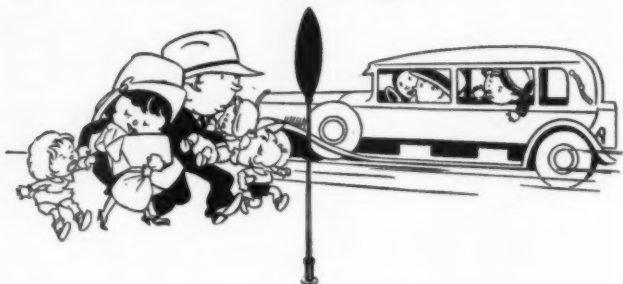
*In Net Paid Circulation
May, 1931, Over May, 1930*

DAILY  **ILLUSTRATED TIMES**
CHICAGO'S PICTURE NEWSPAPER

National Representatives: The Sawyer-Ferguson Co.
Palmolive Building, Chicago News Bldg., New York

WHICH HALF

are you trying to sell?



THE PORTLAND market, like all metropolitan markets, is made up of two halves.

The rich, juicy half is composed of Able-to-Buy families, who purchase 85 per cent of the advertised goods sold in the Portland urban market. The lean half is composed of those families who live in low rental neighborhoods and buy only 15 per cent of the advertised goods.

Advertisers who concentrate on the Able-to-Buy families can sell profitably in the Portland market

—can sell profitably in any metropolitan market.

The Portland Market Study has made these Able-to-Buy families easy to reach, too. Through means of it the advertiser who wants to sell at a profit can eliminate selling losses. After you have seen the study you will understand how really simple it is to contact the strategically located retailers in all lines who do the bulk of the business, and how simple it is to avoid spending money selling the small unprofitable accounts.

The Portland Market Study is available to national advertisers. It is a revelation to all who see it. If unable to see it in person, ask your Portland representative to see it and tell you about it. Suggest to him that he make an appointment with The Oregonian.

The Oregonian

PORTLAND, OREGON

National Representatives

WILLIAMS, LAWRENCE & CRESMER

New York

Chicago

San Francisco

Los Angeles

Seattle

vertising Federation of America, held June 16. Mr. Pattison spoke on "Merchandising from the Dealer's Standpoint," outlining especially problems facing retail hardware dealers. He stressed the importance of women in the farm paper market.

"Study the dealer in all phases of retail activity," he advised his audience, "and co-operate with him."

The meeting was also addressed by Bruce Ashby, associate advertising manager of the General Foods Corporation, who spoke on "Farm Paper Selling as It Looks to the Advertiser." Media representatives, suggested Mr. Ashby, should know the advertiser's market and be able to talk to him in terms of that market rather than in terms of their own publications.

Clifford Crooks, of the *Nebraska Farmer*, outlined a recent survey of retail business in seventy-one Nebraska towns having an average population of 840. Many of these small towns, he pointed out, do an annual retail business of over a million dollars a year, small towns as a whole doing a larger business per 100 population than large cities. The small town, said Mr. Crooks, is not going out of business.

W. C. Allen, president of the Agricultural Publishers Association and publisher of the *Dakota Farmer*, presided at the meeting.

Allan Brown Heads Industrial Advertisers

ALLAN BROWN, of the Baking Corporation, New York, was elected president of the National Industrial Advertisers Association at its annual meeting, held at New York simultaneously with the A.F.A. convention. He succeeds George H. Corey, of The Cleveland Twist Drill Company.

Forrest V. Webster, of Cutler-Hammer, Inc., Milwaukee, was elected first vice-president, H. F. Barrows, of the Austin-Western Road Machinery Company, second vice-president, and G. H. Starbuck, third vice-president. T. C. Fether-

ston, of the Union Carbide & Carbon Corp., was made secretary-treasurer.

Chapter directors of the association were elected as follows: Chicago, Rudolph W. Staud, Benjamin



Blank & Stoller, Inc.

Allan Brown

Electric Company, and H. W. Stoetzel, Republic Flow Meters Company; Cincinnati, H. W. Roos, H. W. Roos Company, and R. A. Dadisman, American Rolling Mill Company;

Cleveland, Glenn H. Eddy, Ohio Brass Company, and Andrew Broggini, National Carbon Company; Milwaukee, C. M. Cheadle, Jr., Kearney-Trecker Company, and R. A. Shilbauer, Chain Belt Company; New York, James R. White, Jenkins Brothers, and Leon H. A. Weaver, The Superheater Company; Philadelphia, A. M. Robinson, J. G. Brill Company, and A. B. Harvey, J. E. Rhoads & Sons;

St. Louis, J. R. Kearney, Jr., J. R. Kearney Corporation, and C. B. Dietrich, Wagner Electric Manufacturing Company; members at large, O. R. McDonald, American Chain Company, and W. W. French, Dodge Manufacturing Company.

New Seattle Art Service

B. F. Fugitt and J. T. Fugitt have established an art service under the name of the Commercial Art Studio with offices at 213 Mission Building, Seattle.

A. B. P. Editorial Awards Announced

THE Associated Business Papers editorial awards for 1930 were announced this week.

The Class I medal for outstanding editorial service was awarded to *Textile World*, New York, for the entry of its editorial program for the rehabilitation of the textile industry. First honorable mention was given to the entry submitted by *Railway Age*, Chicago; second honorable mention to that of *Mill Supplies Magazine*, Chicago, and third honorable mention to the entry of the *Gas Age Record*, New York.

Class II awards of \$300, \$150 and \$50, for the best editorial were given respectively to Ray Fling, editor, *Restaurant Management*, New York, for an editorial entitled "Simple Things"; Norman G. Shidle, directing editor of the Chilton Class Journal Company, Philadelphia, for an editorial in *Automotive Industries*, and to L. E. Moffatt, editor, *Electrical Merchandising*, New York, for an editorial "A House Divided Against Itself."

Honorable mention was given to Charles K. MacDermut, Jr., managing editor, *Dry Goods Economist*, New York, and Bernard L. Johnson, editor, *American Builder and Building Age*, Chicago.

In Class III—best article, series of articles or news report—the first prize of \$300, went to Norman G. Shidle for a series of articles on the problem involved within the automotive and airplane industries by reason of the development of independent makers of repair and replacement parts. The second prize of \$150, went to D. A. Steel, purchases and stores editor of *Railway Age*, for a series of news reports covering the investigations into reciprocal buying by the Interstate Commerce Commission and the Federal Trade Commission. The third prize of \$50 was awarded to Roger L. Knight, *Electrical Installation*, New York, for a

series of articles on "Wiring the Home for Adequate Electric Service."

Three honorable mentions in this class were as follows: First to Roy Dickinson, associate editor of *PRINTERS' INK*, for a series of articles on "Wages as Purchasing Power"; second, James True, associate editor of *Sales Management*, for an article, "The Private Brand and Its Load of Dynamite"; third, Ray Fling, editor, *Restaurant Management*, for an article, "There Is a Company of Success as Well as One of Failure."

This year there were 167 entries in the three classes. The jury making the awards was as follows: Thomas D. Cutler, publisher, *Ice Cream Trade Journal*, chairman; John Benson, president, American Association of Advertising Agencies; Lee Bristol, president, Association of National Advertisers; O. H. Cheney and Alfred Reeves, general manager, National Automobile Chamber of Commerce.

J. C. Auchincloss Again Heads New York Bureau

James C. Auchincloss, member of the board of governors of the New York Stock Exchange, has again been elected president of the Better Business Bureau of New York. This is his fifth term as president of the organization. Other officers re-elected were C. Van R. Halsey, C. D. Halsey & Company, vice-president, and Sherman B. Joost, Patrick & Company, treasurer. H. J. Kenner was reappointed general manager.

John S. Burke, president of B. Altman & Company, and Charles C. Lane, business manager of the New York *Evening Post*, have been elected to the advisory council of the merchandise section of the bureau.

Different Agencies to Handle P & G Competitive Products

The following advertising agencies, according to an announcement by Ralph F. Rogan, secretary and advertising manager of The Procter & Gamble Company, have been appointed to place advertising for products which compete with other products of the Procter & Gamble line: Erwin, Wasey & Company, New York, for Oxydol, a household package soap; Pedlar & Ryan, Inc., New York, for Camay, a toilet soap. No change is contemplated in the handling of the advertising for the balance of The Procter & Gamble products, which will, as heretofore, be placed through The Blackman Company, New York.

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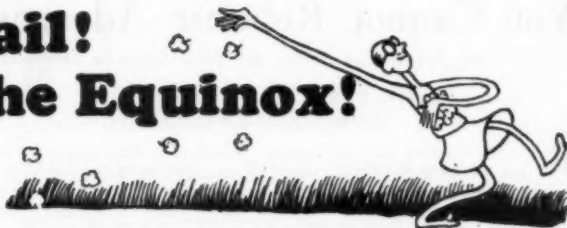
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Hail! The Equinox!



June, I am given to understand, is named after the Greek gal who had a guest-card to all the hotsy-totsy Bacchanalian affairs of her day. June, the sages tell us, is the month of love, and the wrong time to eat lobster. But I've found a new significance for this spot on the Zodiac. It's the beginning of the annual national thirst wave. Which, of course, is one of those little summer tricks Old Man Weather plays on us so that we will drink lots of Ginger Ale. Now that I've gotten to the product I'm anxious to talk about, I'll empty another glass and boastfully state! The Examiner is the greatest Ginger Ale advertising medium in the West. It must be, for it carried more beverage lineage in 1930 than any other A. M. paper in L. A. Which, say I, hic (pardon, please), is one of the reasons Edward & John Burke, Ltd., are using The Examiner exclusively in the morning field to cover this thirsty Western market with their famed quencher C & C Ginger Ale in the paper of papers, The Examiner, with its more than 200 000 daily and 440,000 Sunday. How's that for a highly carbonated sales twister? (hic)

**LOS ANGELES
EXAMINER**

Put Your Message Before the Moderns

You Cannot Robotize Advertising

Its Tools Are Human Brains and These Can't Be Monopolized

By Franklin D. Roosevelt

Governor of the State of New York

IF I were starting life over again I am inclined to think that I would go into the advertising business in preference to almost any other. This is because advertising has come to cover the whole range of human needs and also because it combines real imagination with a deep study of human psychology.

Furthermore, because it brings to the greatest number of people actual knowledge concerning useful things, it is essentially a form of education; and the progress of civilization depends on education. Like all other educational programs, it can be abused or it can be made really useful to our existence. It has risen with ever-growing rapidity to the dignity of an art. It is constantly paving new paths.

It is a generally recognized fact that the general raising of the standards of modern civilization among all groups of people during the past half century would have been impossible without the spreading of the very knowledge of higher standards by means of advertising.

Your calling presents above all things an opportunity for individual genius and individual endeavor. It cannot be standardized and made the product of any one or two machines. Its tools are human brains and human brains cannot be monopolized or robotized.

For this reason I hope the existence of many individual companies, of the many smaller firms, will be continued in the future. Co-operation should be encouraged but huge consolidation must be regarded as a real danger which will stifle individual effort and ingenuity.

But there is one field of human effort which today is insufficiently

touched by the benefits of advertising. If ever any one thing needed advertising publicity it is government—national, state, city and county. Our citizens are often in abysmal ignorance as to how government functions or how it is intended to function.

The public problems, which after all affect the lives of every citizen and every family in a very direct way, need to be brought before the public in just the same way that the manufacturer includes as a part of his advertising program the dissemination of knowledge of the operations of his plant. You keep people interested in various articles of manufacture by telling them how and where they are made and by explaining how this thing or that thing makes them better than articles of a similar nature. Help us in our efforts to advertise government in the same way; to interest people in the machinery and the product of government; and to show them what is good and what is bad in the completed result.

What the Advertising Business Can Do

You are a very integral part, individually and collectively, of the social and economic life of our nation. You can do much to raise our standards and at the same time you can do much by telling the truth. At the same time yours is a great responsibility, for during these past two years we have come to understand the dangers of overproduction, the dangers of making people buy things which they neither want nor need, and the necessity of planning on a national scale to avoid a recurrence of our present troubles. As a component part of modern life yours is a great responsibility and I am very certain that you realize this responsibility and will do your share in the working out of our problems.

From a talk delivered at the convention at New York, this week, of the Advertising Federation of America.

California is different. For a good many sound reasons, standards commonly applied to your eastern markets don't apply here—especially in this great, rich region tributary to San Francisco.

We've published a new booklet about it, called "The Golden Market," that will be found interesting and helpful. May we mail you a copy?

**San Francisco
Examiner**

This Advertising Manager Has Three Budgets for 1931

He Is Spending His Appropriation with a Possible Reduction in the Amount in Mind

By an Advertising Manager

[EDITORIAL NOTE: The author of this article is advertising manager of a company that is one of the largest in its industry. The plan of operation which he describes is an interesting contribution to the question of "Long or Short Term Advertising Commitments?" which was the subject of the leading article in *PRINTERS' INK* for June 11.]

BUDGETARY control of advertising expenditures long has been the conventional method. There has not, however, been the same degree of flexibility in the control and application of the advertising appropriation as has existed in the administration of other operating expenditures.

When a business charts its course, its operating costs are premised on a certain sales expectancy—so much for warehousing, so much for selling, so much for merchandise investment, credit losses, etc. If, however, the sales volume and, consequently the gross income, fall short of the expected, operating expenses must be brought in line. Conversely, if sales exceed the budgeted figure, there is justification for increased expense in practically every classification so long as the delicate balance between expense and income results in a profit. In other words, budgets fall down when the supposition on which they are premised—sales—varies, for it is all a matter of relationships and ratios. All this applies primarily to operating costs rather than to promotional programs, but perhaps a bit of this precise planning could be applied to advertising activities.

At this point it becomes necessary to differentiate between the type of business that is dependent for its success on the volume and efficacy of the advertising and promotion, and that business in which these activities are not self-sufficient. It is possible by domi-

nation of space and cleverness of appeal to alter the buying preferences of the nation as regards tooth paste, cigarettes, cosmetics or refrigerators. On the other hand, some businesses have to wait for office buildings to be erected, roads to be constructed, power plants to be built or locomotives to be required, before the products they sell come into demand. Their sales and advertising efforts can do little toward creating a *necessity* for the things they have to sell and to attempt to force buying would in most cases be a costly undertaking. These businesses must weigh their advertising efforts against a potential market, the total volume of which they have slight power to affect, in the hope that the portion of this fixed volume they may secure for themselves will be profitable in relation to the expenditure they have made to attract it.

Several Budgets for One Year

It is the accepted practice to budget advertising appropriations and map out advertising programs on a yearly basis. That is sound for many types of business, but the type I have been trying to describe needs a greater degree of flexibility if it is to keep advertising expense in reasonable balance with changing sales possibilities. Consequently, it has become the practice for one company to set up several tentative budgets and programs and to review these periodically in the light of business expectations.

In 1930 the plan operated about like this. In December of 1929 the management was fairly optimistic and set up a sales budget that warranted an advertising appropriation of, let us say, \$1,000,000. The advertising manager did not, however, spread the entire

\$1,000,000 over a twelve-months' period and begin immediately to spend at that rate. He reasoned that if \$500,000 were expended during the first six months and any appreciable cut was made in his appropriation (an action that would certainly follow a sharp decline in sales), he would be extremely embarrassed throughout the remaining six months of the year. He felt that he could do a fairly comprehensive job for six months on \$350,000 and that this diminution of advertising scarcely would become apparent within so short a time. If the business outlook improved he would have just that much more strength to throw into an aggressive program, and if business slumped he could take a substantial cut in his appropriation and still have enough left to protect his company's name and prestige.

By May practically all of the company's principal customers had curtailed their operations and the resultant decreased sales possibilities led the directors to reduce the advertising appropriation by \$300,000. You may question the wisdom of such action, but that was the situation the advertising manager had to face and because of his foresight he was able to maintain a continuity of advertising effort that otherwise would have been impossible.

For 1931 this same company has evolved three tentative appropriations and programs. The first six-months' activities were definitely decided and inaugurated with the knowledge they would be carried through without interruption. For the last six months three programs were developed, the first involving the expenditure of \$400,000, a sum that to this company would provide a really aggressive advertising program. The second program was premised on an appropriation of \$250,000 which would allow the company to continue on the same scale as during the first six months. The last plan, which might be called an emergency program, would permit only a modest schedule in the more important business

papers, but would provide for essential direct mail, catalogs, literature, exhibits and departmental expenses. It would save the advertising department from disintegration and would insure the continuance of activities to which the company was morally committed.

As this is being written, the indications are that the second program will be adopted, but had the outlook been so gloomy as to force the adoption of the minimum budget and had the appropriation been disbursed during the first six months with no thought of the possibility of such a drastic reduction, the advertising manager would have found himself without a dime to carry him through the last six months of the year.

We all have come to accept the revision of advertising budgets as inevitable, but perhaps the idea of planning the first four or six-months' activities so they will synchronize with any of several subsequent programs has not been as generally applied as it could be.

Test Campaign for Fish Products

The Ralph W. Brill Advertising Agency, San Francisco, is directing an advertising test campaign in the San Francisco Bay region for the K. Hovden Company, Monterey, Calif., packer of Portola sardines and tuna fish. Newspapers will be used to reach the picnic trade and the advertising will continue throughout the summer months.

M. T. Gates with Blanchard-Nichols-Coleman

Milo T. Gates, formerly assistant advertising manager of the California Packing Corporation and, before that, conducting his own advertising business at Omaha, Nebr., has joined the San Francisco office of Blanchard-Nichols-Coleman, publishers' representatives.

Has Food Products Account

The Phillips Milling Company, San Francisco, manufacturer of food products, including Phillips Rice and Rice Flour, has placed its advertising account with de Pauli & Park, San Francisco advertising agency.

Oil Account to Moss-Chase

The Enterprise Oil Company, Buffalo, N. Y., Duplex marine engine oil and motor oil, has appointed The Moss-Chase Company, advertising agency of that city, to direct its advertising account.

23 Inexpensive Promotion Ideas Often Overlooked

They Are Trivial, to Be Sure, But in the Aggregate They Help Pay Dividends

By Wilbur Perry

ALTHOUGH there is a great deal of discussion nowadays about getting the ultimate dollar's worth out of every dollar invested in advertising, almost every advertiser is surrounded by a great many overlooked advertising opportunities.

Most of them are overlooked because they seem trivial. In fact, they *are* trivial when compared with those things for which large sums of money are spent. However, the advertiser of today who is overlooking the trivial things may be unintentionally avoiding the chance to spend a few cents to get back a few dimes. After all, the dimes make dollars and dollars are pretty important today.

Recently, I made a list of overlooked opportunities and was surprised to see how many of them there are. Perhaps a copy of this list will offer some suggestions to advertisers who are interested right now in the little pennies and dimes that make the dollars.

1. *Package Inserts.* Few advertisers realize how versatile the package insert really is. Here are just a few of the things it can be used for: Directions for use, suggestions for wider use or new uses, advertising other products in the line, introducing new products, stressing the guarantee, calling attention to patents or to other unusual features, supplementing the national advertising, securing names of prospects, offering samples or booklets, offering premiums. There are, to be sure, other uses, but any advertiser who will check his package inserts against the list just given is bound to find at least one overlooked opportunity.

2. *The Envelope Enclosure.* Quite a few advertisers are making excellent use of envelope enclosures to deliver an advertising message.

The enclosure need not be an elaborate folder. It may be a small slip of paper, printed in one color only. However, if the advertiser has a message he wishes to get over to his customers and prospects, he can use the enclosure to good advantage.

3. *The Letterhead,* itself, can be made a good advertising medium. A number of advertisers are conscious of this fact and are showing their consciousness by redesigning their letterheads in order to give them more punch. The letterhead can do almost anything that the package insert can do, so it would be a good suggestion to check letterheads against the list of uses for the inserts given in the previous paragraph. The Perfect Circle Company pastes a four-page folder, about two-and-one-half inches by one-and-one-half inches on its letters. This is called "A Short Short Story" and contains on the inside fold six talking points, reprinted from a national advertisement.

4. *The Envelope.* Both the back and the front of the mailing envelope offer an opportunity to deliver a short, concise advertising message. The large mail-order houses discovered this many years ago and few letters are sent out by them which do not use the envelope in some way to advertise a product or a service.

5. *Shipping Cartons.* To be sure, the shipping carton spends most of its time in shipping rooms and warehouses, but no advertiser can know how many hours any one of his cartons is actually exposed to the gaze of consumers. Most manufacturers use their cartons for identification, particularly in helping clerks in warehouses. A few cents extra spent in an original design will make the carton not

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TIME market, rock-hewn



**Biggest concentration of quality,
and the cost is only
\$3.85 per page per thousand.**

1931

\$50,000

AS GUARANTEED

\$3.85 per page per thousand

- 602 incomes over \$5,000 a year
- 740 college graduates
- 767 members of one or more clubs
- 838 habitual travelers
- 420 golfers
- 309 tennis players
- 325 Bahamian
- 710 owners of their own homes
- 200 owners of separate summer homes
- 625 owners of listed stocks and bonds
- 60 owners of motor boats or yachts
- 852 owners of 1,352 automobiles

1000 high grade families to be fed, clothed, sheltered

(monthly food bill alone averages \$7.00 per)

In every thousand subscribers to TIME there are:

- 224 immediate prospects ** gas burners
- 226 immediate prospects ** oil burners

In every thousand subscribers to TIME there are:

1000 high grade families to be sed, clothed, sheltered
(monthly food bill alone averages \$1.25, \$2.00)

224	Immediate prospects	"	gas burners
226	Immediate prospects	"	oil burners
241	Immediate prospects	"	electric water heaters
244	Immediate prospects	"	radiators
252	Immediate prospects	"	plumbing, bathroom fixtures
257	Immediate prospects	"	draperies
258	Immediate prospects	"	flooring
257	Immediate prospects	"	rugs and carpets
265	Immediate prospects	"	furniture
267	Immediate prospects	"	roofing
240	Immediate prospects	"	garden equipment
260	Immediate prospects	"	fences
253	Immediate prospects	"	laundry equipment
708	men subscribers	(plus their wives)	
222	women subscribers	(plus their husbands)	
1290	actual readers	(3.3 readers per copy)	

1925 1926 1927 1928 1929 1930 1931



**Here, the typical subscribers to TIME . . .
In the rock-hewn TIME market
(1,155,000 readers in 350,000
subscriber families), you know
that you are getting the utmost
for every advertising dollar.**

**The facts and figures herein result from
exhaustive investigations . . . Verification
on request . . . And the one big fact emerg-
ing from all investigations is that TIME is
*read every week, every page, cover-to-cover.***

TIME

The Weekly Newsmagazine

BIGGEST STRICTLY QUALITY COVERAGE

June 18

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only a means of identification, but also an advertisement which will work on dealers, clerks and consumers alike.

6. *The Back of the Display Piece.* A number of advertisers have made use of the backs of display pieces, for both counter and window use, in order to tell a selling story to clerks. It is a fairly common practice to list five or six quick sales points on counter display cartons where they may be read by the clerks as well as by the consumer. If point-of-sale advertising is important to the consumer, it is also important to the clerk and few opportunities are offered really to do a good job of point-of-sale advertising to clerks.

7. *The Inside of the Package.* A message on the inside of the package requires an extra printing, but when the advertiser considers that his message is read every time the package is opened, the slight cost of an extra printing seems rather small. In fact, the inside of the package is one of the most common of overlooked advertising opportunities.

8. *Trucks and Wagons.* The fronts, sides, backs, yes, and even the tops of delivery trucks can be used for advertising. A number of manufacturers use the sides of their trucks for blown-up reproductions of their national advertising. This gives the advertising extra circulation and ties the company definitely to its national program. Any one who has ever worked in a city skyscraper realizes the opportunity to use the tops of trucks if merely for name repetition.

9. *The Factory Itself.* Few manufacturers, of course, do not put some kind of identifying sign on their factories, but how many of them make that identifying sign an advertisement? A paper box manufacturer in New Haven has made excellent use of his sign by changing it frequently and at each change featuring a well-known product packed in a box of his manufacture. The water tank on top of the factory can be made to simulate the package. The fence around the factory, ordinarily an

unsightly object, by a little cleverness can be turned into an advertisement at very little extra cost, since it must be painted anyway. In this day, when thousands of people are flying, a sign of identification on factory roofs has advertising possibilities.

10. *The Reception Room.* Any one who has visited the offices of the Coca-Cola Company at Atlanta knows how frequently he is offered samples of the company's product. Other manufacturers have neat displays of their products near the reception desk. Manufacturers who are visited by large numbers of buyers have learned the opportunity for making the display room advertise the product. Advertisers who do not maintain display rooms, however, have not been so quick to see that their offices can be made to go to work for the advertising department.

11. *Salesmen's Cards.* Salesmen's advance cards offer a chance for the manufacturer to advertise to his dealers. Even the salesman's calling card, itself, may do its little bit of advertising if the little bit is done tactfully and not too flamboyantly.

12. *The Top of the Package.* A large milk company slips a printed piece over the top of its milk bottle to feature its radio program. This is just one suggestion of the possible advertising uses for the top of the package itself. Advertisers who use containers from which the top is removed and thrown away have an opportunity to put over a flash message dealing with some phase of advertising quite apart from those usually considered by manufacturers whose products are kept with tops closed by consumers.

13. *Seals.* Seals of various kinds are capable of a number of uses. The Western Union telegram usually comes to its recipient with some kind of a seal attached. Seals featuring something special can be pasted on letters, shipping cartons, etc. They are inexpensive and yet can be made to do their bit.

14. *Shipping and Mailing Labels.* Most manufacturers use thousands of labels for mailing. A few cents

extra spent on the designs, a few minutes extra thought, a little care to see that the label is well centered will make the label do its advertising job.

15. *Dividend Enclosures.* Not so many years ago, very few advertisers used the advertising opportunity offered by dividend mailings. A simple enclosure makes an excellent advertising message. Advertising to stockholders can, of course, be overdone, but more and more advertisers are realizing that the stockholder is the best prospect in the world. Even if the budget will not allow the use of expensive advertising material, a well-planned enclosure to go with the dividend check will serve as an advertising reminder to ripe prospects.

16. *The Postscript.* Here is another opportunity to make the letter do an advertising job. Letters from the Dodge division of the Chrysler Corp. contain a closing paragraph starting: "Have you ridden in the new Dodge Six or Eight?" Several of the fountain pen manufacturers have the typist add a line under the signature which reads, "Signed with a — pen." Typewriter manufacturers use a postscript which says, "Typed on a — typewriter." The possible uses of the postscript are innumerable and it can be employed without offense if the message is cleverly worded.

17. *The Product Itself.* Some products lend themselves to advertising. For instance, there is the dust bag of the vacuum cleaner. The advertiser who will take some real interest in the design of his trade-mark and its use on the dust bag can make this serve as a reminder. Automobile manufacturers have made excellent use of tire covers. Of course this idea can be carried much too far, but there are certain products on which the name plate or some other part can be made to do an advertising job.

18. *Old Advertising Material.* The case of a manufacturer who uses blown-up copies of his advertising on charts has already been mentioned. Other advertisers use proofs of advertising to place in the factory, in the reception room,

and at other strategic places. Frequently there is an over-run on certain advertising material and there is no reason why this over-run should be wasted. Several companies have employed their old car cards for advertising in a limited number of dealers' stores.

19. *Price Tags and Direction Cards.* The price tag may be used not only to tell the price of the product, but also to do a selling job. This selling job has two important uses: to tell the consumer about the product while she is waiting for the clerk and, also, to give the clerk extra selling points. A number of products have to be sent out with direction cards. If these cards are used solely for directions, an opportunity is overlooked. As a matter of fact, there is advertising value in the way the directions are written.

20. *End Papers and Booklets.* Some advertisers who use almost every page of their booklets for advertising employ only blank-end papers. While it may not be good practice in a great many cases to make any advertising use of the end papers, at least a design incorporating the trade-mark may be employed and this has a certain repetitive advertising value.

21. *The Coupon.* Too often the coupon in the advertisement is allowed to be a slacker. It can be made to advertise and is particularly important in clinching the desire for the sample or the booklet.

22. *The Shape of the Truck.* Life Saver trucks, with bodies made in the shape of a package of Life Savers, are familiar to almost everybody. Rex Cole, General Electric Refrigerator distributor in New York, uses delivery trucks with a reproduction of the Monitor top, a distinguishing General Electric sign. To be sure, few products lend themselves to this form of exploitation but the possibility should not be overlooked.

23. *Outgoing Checks.* The possibility of dividend enclosures has already been mentioned. There is also the opportunity of slipping enclosures with any outgoing checks and of using the face of the check itself to feature a slo-

To Advertisers Attending
THE A. F. A.

You are invited to visit

**GOOD HOUSEKEEPING
INSTITUTE**

**which sets the standard for consumers
in cookery and household appliances**

and

**GOOD HOUSEKEEPING
STUDIO of ARCHITECTURE
and FURNISHINGS**

where style trends in furnishings originate

Your wives will be interested in the model dining rooms, pantries, kitchens and laundries of the Institute, and also in the new period suite now set up in the Studio.

You, yourself, will be interested in seeing how the engineers and domestic science workers of the Institute make tests of household appliances that enable Good Housekeeping to guarantee satisfaction to women who buy them. The Studio also has much to show advertisers interested in modern furnishings and home building.

The International Magazine Building, which houses Good Housekeeping Magazine, is located at 57th Street at 8th Avenue. Take the west side subway to Columbus Circle, and walk south two blocks.

gan. Such advertising should be kept dignified, but if it is dignified, it has possibilities.

* * *

The overlooked opportunities just mentioned probably just scratch the surface. To some advertisers, some of them will seem absurd. To other advertisers, they may react as overdoing the whole question of the selling message. There is no doubt that advertising can be overdone and it would probably

be unwise for any single advertiser to use all of the twenty-three opportunities offered.

There is another word of caution that is perhaps necessary. The detail-minded advertiser may be tempted to spend too much of his time searching for overlooked opportunities and thus run into the danger of really overlooking his main opportunities, that is, the regular tenor of his advertising campaign.

Angles on Space Buying

Purpose and Appeal of Product to Be Advertised Should Parallel Purpose and Appeal of Media Used

By Don Benner

Space Buyer, Ketchum, MacLeod & Grove, Inc.



THE selection of media has been wisely made when the purpose and appeal of the advertised product parallels, as closely as possible, that of the publications which have been most successful in the markets sought by the advertiser.

Almost every product will find both its appeal and its market paralleled, with varying degrees of similarity, by many publications. The wisdom of the space buyer's selections, therefore, depend, in the first place, upon his ability to visualize publication appeals; secondly, upon his ability accurately to define publication markets, and finally, upon his ability to relate

his findings to similar factors in the product to be advertised.

He finds the publication's appeal in a study of its editorial staff, its contributors, its editorial purpose and program, and in its content in general. At the same time he receives a picture of the publication's subscribers—its market.

A study of circulation sales methods; sales appeals; the appeals which have been most successful in securing subscriptions; renewals and arrearages, further defines the publication's appeal and its subscribers. Together with a history of the publication and its total circulation, this analysis is also a definite indication of the publisher's success in selling his market.

Amount and location of circulation establishes the limits of the publication's market. Compared with its potential market, it is a final check on the publisher's achievement.

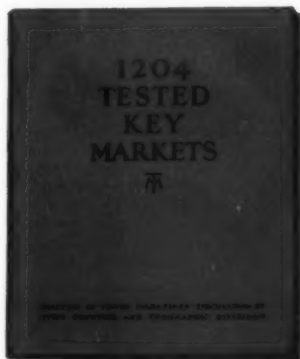
It is assumed, of course, that the space buyer has full knowledge of the advertiser's problems, products and markets. Its relation to data furnished by publishers regarding their own endeavors and the subsequent purchase of space on the basis of paralleling efforts, simply means that the space buyer has used, as his yardstick, the hard-earned experience of others.

Ready!

The BOOK of the 1204 Tested Key Markets

An analysis of circulation based not on population but on sales potential! A practical outline of the nation's worthwhile markets based not on theory but on the actual test of selling.

Everyone interested in marketing will want this new kind of breakdown of a new kind of scientifically directed circulation. A circulation which concentrates in the 1204 Tested Key Markets where there is over 75% of all sales potential. And, of added importance, a circulation 100% voluntary.



As different
... as scientific ... as our
distribution methods.

We shall be glad to furnish
this index of America's
Tested Markets, if you ask.

TOWER MAGAZINES, Inc.

55 Fifth Avenue, New York

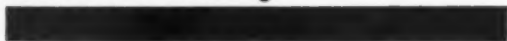
919 North Michigan Avenue, Chicago, Illinois

The... FIRST
in the minds of leading tr

TRACTORS

pages of advertising — first six months 1931

1. Successful Farming



2. Country Gentleman



3. Capper's Farmer



4. Farm Journal



5. Country Home



.. NOTE ..

If this information seems inconsistent with that received from other sources, please note we use the PAGE as the measuring unit (the unit used by advertisers in buying magazine space), and not the AGATE LINE (a mechanical unit).

SUCCESSFUL

THE MAGAZINE OF FARM BUSINESS

Meredith Publishing Company

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1931 SUCCESSFUL FARMING'S LEADERSHIP is in its READERSHIP

THE RESULT OF GIVING FARM FAMILIES WHAT THEY NEED AND WANT

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Tractor advertisers know that Successful Farming serves the wealthiest farmers in America's richest agricultural region. Where there is more farm cash for tractors, there is also more cash for house furnishings, food, clothing, automobiles, and home equipment. Farming is Regional. Recognizing this fundamental, Successful Farming has won the leadership of READERSHIP. It serves farming as it is practised best in the Upper Mississippi Valley—the Heart Region. Successful Farming has always devoted a greater part of its editorial content to promoting better farm homes than has any other general farm magazine. It is the home AUTHORITY for Heart Region farm families.

FARMING

AND FARM HOMES

Des Moines, Iowa



America's Agricultural Heart...
the UPPER MISSISSIPPI VALLEY

SEATTLE WILL BE THE BRIGHTEST SPOT IN AMERICA THIS SUMMER!

During the months of June, July and August of this year it is estimated by the Seattle Chamber of Commerce that over \$11,000,000 will be spent in the city by the armies of tourists and convention-goers who will throng Seattle.

C. E. Johns, of the Seattle Chamber of Commerce, says, "EVERY CHANNEL OF TRADE AND BUSINESS IN THE CITY WILL BENEFIT FROM AN ESTIMATED TOURIST EXPENDITURE OF \$11,000,000 IN SEATTLE THIS YEAR. THE PACIFIC FLEET IS SCHEDULED TO LAY OVER IN SEATTLE ALL SUMMER AND THEIR ESTIMATED EXPENDITURES HERE WILL BE SOME \$3,000,000."

Editorial matter in the Post-Intelligencer will be pitched to the exact key most appealing to summer tourists and convention visitors. Through unequalled coverage of national events they will read news of their home cities, their home states, and of all sections with which they are familiar.

IT WILL PAY ADVERTISERS TO CONTINUE THEIR ADVERTISING EFFORTS THROUGHOUT THE SUMMER IN THE SEATTLE POST-INTELLIGENCER, THE SEATTLE PAPER WITH THE MOST APPEAL FOR THE INCOMING THROGS OF VISITORS.

Opportunity Awaits . . . Make the Best of It by
Getting in Touch with Our Nearest
National Representative

W. W. CHEW, 572-6 Madison Ave., New York City
J. D. GALBRAITH, 612 Hearst Bldg., Chicago
A. R. BARTLETT, 3-129 Hearst Bldg., San Francisco

Seattle Post-Intelligencer
A MILLION MODERNS IN THIS MARKET

Self-Starting Demonstration Kit Helps Eureka Salesmen

This Sales Tool Acts as a Prompter for New Salesmen

By C. C. Wilmot

Sales Promotion Manager, Eureka Vacuum Cleaner Company

IN common with all companies that sell direct to the consumer—"house to house"—one of our greatest problems has been to cut down the man-power turnover.

It is relatively easy to hire men. The problem is to keep them long enough to teach them even the rudiments of our product and our selling methods.

Strange as it may seem, the toughest job for new salesmen, even under present-day conditions, is not getting into a house. It is after the new man gets in that he starts going hay-wire.

Inside the house and confronted with the necessity of demonstrating the cleaner, the novice generally has a bad case of stage fright—buck fever. The primer lessons that have been driven into his brain during the few days of training are wiped from his memory by self-consciousness.

"What do I do next? Hook up the cleaner? Ask her what kind of cleaner she has?" These and a dozen other questions to which he has forgotten the answer, flash into the would-be salesman's mind. He needs a self-starter.

So we undertook to provide one in the form of a demonstration kit that would meet the following requirements:

1. It had to be as nearly automatic as ingenuity could make it.

2. It had to be light and compact, yet complete enough for a full demonstration of the cleaner and attachments.

3. It had to be good looking and easily carried.

4. It had to be inexpensive.

We believe the kit which we developed and which has now been in use for slightly over one year met the requirements. Like all good ideas, it was born of much travail of brain and spirit. Everyone in the sales and advertising organization had something he



All the Salesman Has to Do Is Get in the House and Open This Case—He Knows Immediately What to Do Then

wanted to put into the kit.

All suggestions were accepted, thrown into the pot and considered. Then the process of elimination started, keeping in mind that the first thing we wanted was a kit that would act as a self-starter for the new salesman, and, secondly, as a prompter all the way through his act.

The finished product of all this effort is a neat, black case 3½ inches in depth, 13½ inches long and 9¼ inches wide—weighing

complete only five pounds. It is finished in imitation leather, with nickel-plated corners, clasps and handle toggles.

Opening in the middle like a Gladstone bag, the case divides into two compartments, one slightly deeper than the other. One compartment takes eight cans (about the size of an ordinary mustard can). There are five cans set in the top row and three in the second row, leaving a space for a small screw-driver, a 3-way plug and several other small demonstrating accessories. The eight cans bear bright, yellow all-over labels and are numbered from left to right in large, legible type—1, 2, 3, 4, 5, 6, 7, 8—each representing one step in our standard demonstration.

Underneath the large number on each can is a brief cue:

1.

Baking Soda

Represents deeply embedded dirt. Sprinkle a small quantity on rug or upholstered furniture. Rub in with brush or foot. Pick up with few quick strokes of cleaner.

2.

Kapok

Represents clinging surface litter such as hairs, lint, etc. Rub small quantity on rug. Pick up with brush on the cleaner.

The eight steps constitute a brief but complete demonstration.

Here, then, is a self-starter and a prompter for the new man. All he has to do is to get in the house and open the case. Bang! Cue number 1 hits him in the eye and he is dumb indeed if he cannot go on from there.

Naturally the synopses given on the cans are but a cue to the long and detailed "canned" canvass that he has been given to learn, but which he has generally failed to digest in the brief time allotted.

However, whether the cues lead him into the longer and more detailed story of our product is relatively unimportant—for if he does no more than read the cues and follow the directions on the can he will give a better demonstration than if left to his own devices.

Assuming that our recruit has gone through the first eight steps of the demonstration successfully,

he then throws back the flap covering the other side of the kit to find another large yellow placard of general instructions printed in the same bold, legible fashion. These instructions prompt him to go through his portfolio of national advertisements, propaganda of various sorts and other "clinchers" material.

In this side of the kit is also parked a pair of miniature pillow ticks, one with a Cellophane window in it. With the aid of these ticks the salesman demonstrates how to renovate feather pillows, change feathers from one tick to another, etc.

It might be argued that it is poor strategy to take the prospect behind the scenes and show her the "props" that have been rigged up to lure her into buying. This point was taken into account in designing the kit and all cues are so worded that no harm can be done even should the prospect read them.

Furthermore, the salesman has been instructed to open his kit and to set it up so that the copy will be upside down to his audience or else to place it slightly "off stage."

The kit contains:

Three cans with sifter tops.

Five cans with plain tops.

String, thread, soda, toothpicks, confetti, two pillows, sponge, germicide, 1-ounce vial and cork, three-way plug, sand, rice, Kapok, advertising portfolio, circulars and small screw-driver.

Demonstrating materials are bought in quantities, stored at the factory, shipped to branches on advertising requisition order form. No charge is made to the salesman for refills, but he does have to pay for the case—not because we couldn't afford to give it to him, but because it is sounder psychology to make him pay for it—then it is appreciated and cared for.

Our charge to the salesman complete is cost, \$3. This amount is charged to his commission account and deducted in small installments that impose no great burden upon him.

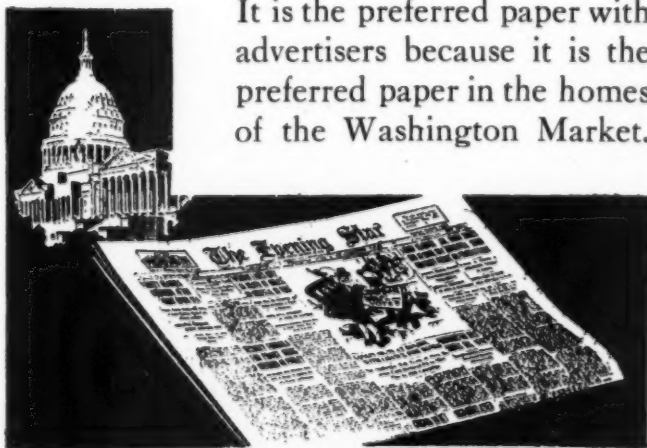
With the advent of the new kit, we inaugurated regular morning kit inspection. It is up to every

WASHINGTON, D. C., isn't in the depression zone. The unemployed here are notably few and the steady flow of fully \$37,500,000 a month into the pockets of the gainfully employed goes on uninterruptedly, insuring active demand for every type of commodity and luxury which appeals to people of comfortable means and secured sources of income.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.

The Star almost every day prints more advertising than all four of the other newspapers here combined. It is the preferred paper with advertisers because it is the preferred paper in the homes of the Washington Market.



crew manager to see that each kit is complete, clean and in working order in every detail.

Our experience with this kit has been extremely satisfactory. Not only has it helped the new men remarkably, but the older men as well. In fact the experienced canvassers have been its strongest advocates. Employment and business

conditions have been so subnormal during the time the kit has been in use that it is difficult accurately to gauge the benefits derived from it, but we are confident from the repeat orders we receive for kits and demonstrating materials and from field reports that this piece of equipment is one of the best ideas we have had in a long while.

What Groucho Says

A Wise Man Harps on *Division*

SAY, did you ever hear a guy spill some wise remark? Yes, I mean "spill." Just like he was full of 'em and they naturally spilled out. I don't mean a wise-crack, either. Well, I'm a long time telling you about it, but I heard a wise man talking about this age of machinery and mathematics which that guy Spengler said was gonna ruin us, you know how Spengler said we were to be hoist by our own petard and the machinery we've made was gonna grind us up. Lotta people really are scared about that, you know. Idea is we're gonna quit being *people* and just be cogs and axles and all such things. He may be right, but I've quite a hunch the habit of being *people* has a hold on folks.

This wise friend of mine said that he hoped we could handle the machinery and the mathematics. He was quite sure we could handle the machinery if we learn to get up on our mathematics. Then he spilled the thing that got me. Sez he: "We've learned to add and subtract, also to multiply. We do those things pretty well, but we haven't learned how to *divide*." Get that? Boy, that's big. "We must learn how to *divide*!"

There's the cure for all biz troubles we been looking for. Big bankers, little bankers, big bosses, little bosses, middle-sized folks of all kinds, upper class, middle class, lower class, all have learned how to add and subtract and multiply. All got their eyes particularly on adding and multiplying and haven't yet tumbled to the fact that the raw material of prosperity is *division*! Nothing else, by heck,

Millions of bright boys and girls are saying, "Please let me be a part of this big machine! It's a wonderful machine. I want to learn how to run it, or a tiny part of it. Just let me in so I can have a hand in it." And they study the mathematics of it. The gods that run the machine think it's only a machine to add and multiply with, and so that's all the mathematics a lotta these youngsters study, just addition and multiplication. When subtraction must be done, they think it's a panic. Now they suspect we gotta divide. Oh yes. But they think of division as if it were only charity, instead of rights.

Not so blamed sure that rights have so much to do with it, either. I'm not wise enough, anyhow, to say what are rights and what aren't. Mebbe we feed hungry folks cuz that's cheaper than to bury 'em. Fact we're such boobs in our thinking, makes me suspect we're still *people*.

But just get these kids who're studying the mathematics of the machine busy on *division*, and we can thumb our noses at Spengler and any of those guys who keep croaking about the terrible things we're coming to, to say nothing of Wall Street bears. Let's say a business is a cog of industry, then let's tumble to the fact that *division* is bigger for industry than raw materials, machinery and spell-binding sales talk all put together.

Only one thing wrong with *division*. If we learn it mebbe fewer guys 'll get so rich we gotta lick their boots. Well, son, I could stand that. How 'bout you?

GROUCHO.

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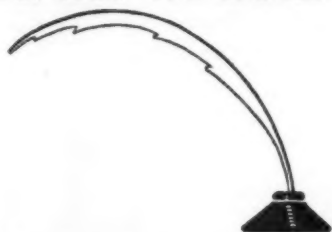
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CHAIN STORE ARTICLES



More than 1,000 feature articles have been published in Chain Store Age in the six years of its existence. ¶ Each month appear twenty or more such articles dealing with the every-day problems of chain store management and operation—basic policies, merchandising methods, operating systems, advertising, personnel, warehousing, store construction, locations, stock control, etc. ¶ These articles are of maximum practical value because they come direct from chain store executives who describe the methods they employ. No untried ideas, no vague prophecies, nothing but facts reflecting actual chain store experiences fill the pages of Chain Store Age. ¶ This basic editorial policy sets Chain Store Age apart in its field. It explains the close reader interest and unusually high renewal percentage the publication enjoys, and why Chain Store Age is the outstanding magazine among chain store executives.

Would you like to look over a current issue?

CHAIN STORE AGE 93 WORTH STREET
NEW YORK, N. Y.

BY a 4-to-1 majority the people of Kansas City and Jackson County, Mo., have just voted to spend 40 million dollars in public improvements. Special tax assessments in districts benefited by trafficways will add another 10 million dollars to the total.

Not one of the 20 bond proposals was defeated. The victory was overwhelming. Never before has Kansas City adopted a program of such magnitude. Never before has Kansas City voted with such unanimity on a civic issue.

A new city hall, a new county court house, a new public auditorium, a new stadium, new trafficways, are among the items in the list of improvements.

For two years Kansas City has seen a tremendous expansion in buildings financed by private capital. Four structures of 28 to 32 stories have recently been

40 MILLION

erected or are nearing completion. A dozen buildings of low altitude have also been added to the downtown district.

Just the private projects about to be started (not counting the ones completed or under way) represent conservative 15 million dollars. The new post office building, contract for which has been let, will add 4½ million dollars.

A grand total of 69½ million dollars to be expended for major projects in Kansas City.

Advertisers who desire to serve this progressive, forward looking community will find in The Kansas City Star a medium sufficient to their requirements—

Circulation coverage, the most thorough in America!

Advertising rate, the lowest in America!

• EVENING 297,125 • MORNING 295,399 • SUNDAY 311,791

THE KANSAS CITY STAR



DOLLARS

oted for Public Improvements

KANSAS CITY



KANSAS CITY STAR.

Advertise New Yeast Product

The Icyeast Corporation, Dayton, Ohio, has started a test campaign to introduce its Icyeast, a new combination of ice cream and yeast in a chocolate coated bar. The test campaign will use newspapers in Dayton and Cincinnati to feature the new product, which will be sold through confectioners and soda fountains. The product is manufactured by ice cream manufacturers operating under the license and formula of The Icyeast Corporation. The J. Horace Lytle Company, Dayton advertising agency, has been appointed to handle Icyeast advertising.

A. H. Buck Heads Restaurant Association

Albert H. Buck, president of the B-G Sandwich Shops, Inc., has been elected president of the National Restaurant Association. He succeeds Sidney Hoedemaker, of Los Angeles, who retired because of ill health.

A proposed co-operative national advertising campaign will come up for consideration at the annual convention of the association to be held at Buffalo, from October 5 to 9. George Harrison Phelps, Inc., Detroit, is the association's advertising agency.

Has Parking Account

The Safeway Bonded Parking Service, Oakland, Calif., a new concern which will operate in the larger Pacific Coast cities, has appointed the Curtis-Sanders Agency, Oakland, to direct its advertising. Seattle, Portland, San Francisco, Oakland and Los Angeles newspapers will be used.

New Business at Seattle

Brody & Krom is the name of a new advertising and publication business formed at Seattle, with offices in the Textile Tower. L. D. Brody, formerly with the promotion department of the Seattle *Post-Intelligencer*, and D. M. Krom are the principals in the new business.

Camden "Courier-Post" appoints W. H. Allen

William H. Allen, formerly with the Richmond, Va., *News-Leader*, has been appointed to direct the Philadelphia display advertising office of the Camden, N. J., *Courier-Post* newspapers.

Pine Bluff Paper Appoints

The Pine Bluff, Ark., *Commercial* has appointed the Arkansas Dailies, Inc., publishers' representative, Little Rock, Ark., as its national representative.

Kurzman to McCready-Parks

Kurzman, New York importer, has appointed McCready-Parks, advertising agency of that city, to direct its advertising account.

We Hope We May, in the Advertising Pages

BROOKLYN, N. Y.

Editor of PRINTERS' INK:

Far be it from me, an ardent admirer of our friend Groucho, to attempt to embarrass him, but I'm sure I voice the feelings of many of your readers when I urge you to reproduce the series of agency ads on which the free lance copy man is now engaged. (Page 50, May 28 issue.)

F. M. REAST.

Fort Myers Papers Merge

The *Tropical News* and the *Press*, Fort Myers, Fla., have been consolidated as the *Press and Tropical News*, evening and Sunday paper. Carl A. Hanton and J. A. Ansley, who were with the *Tropical News*, will be general manager and advertising manager, respectively. The Geo. B. David Company represents it in the national field.

Portland Chamber Appoints D. J. Sterling

Donald J. Sterling, managing editor of the Portland, Oreg., *Journal*, has been appointed chairman of the advertising and promotion department of the Chamber of Commerce of that city.

New Business at Little Rock

The Hollingsworth Novelty Company has been formed at Little Rock, Ark., to handle advertising novelties. Incorporators are C. Hamilton Moses, Dewel Hollingsworth, Jewel Gann, Hays Hollingsworth and Taylor Roberts.

Death of A. B. Cochran

A. B. Cochran, who conducted his own advertising agency at San Antonio, died recently at that city at the age of fifty-nine. Before starting his own business he had been automobile editor of the San Antonio *Express*.

Joins Oscar Mayer & Company

A. O. Toll, for several years with the advertising department of the Janesville, Wis., *Gazette*, has joined the advertising department of Oscar Mayer & Company, Madison, Wis., meat products.

Summer Advertising Golfers to Meet

The 1931 golf tourney of the Summer Advertising Golf Association will be held June 20 to 27 at the Equinox House links, Manchester, Vt.

C. H. Tobey, Publisher, Medford "Mercury"

C. Harry Tobey, formerly advertising director of the Boston *American* and *Sunday Advertiser*, has become publisher of the Medford, Mass., *Mercury*.

18, 1931

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MODERN PHOTOGRAPHY IN ADVERTISING NO. 2

**VALENTINO SARRA &
LEJAREN A. HILLER**

**OF UNDERWOOD
& UNDERWOOD**

When Underwood & Underwood, for years leaders in news and commercial photography, turn to the modern camera technique, it is indeed significant of the trend. Two of their photographers who have



Reproduced by Courtesy of Martex Mills. Agency: Richardson, Alley & Richards

been outstandingly successful in this new manner of direct and dramatic approach are Lejaren A. Hiller and Valentino Sarra. The pictures in this insert, No. 2 in a series on modern photography being published by International Paper Company, are examples of their work. The striking composition above was used in a campaign for Martex Towels, handled by Richardson, Alley & Richards.

PAPER IS THE BASE OF THE JOB"

ce how the microscope focuses attention
the pores of the pretty patient's skin. A few
ago we should probably have had an ugly
ram to tell this story, but modern photography
s new ways to do these things. The dramatic



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ograph shown here was one of a series, many of
were used in Rotogravure campaign directed
owan & Dengler. This campaign has been one of
outstanding sales successes of the past few years,
has attracted considerable attention in the ad-
ding and merchandising world.

PAPER IS THE BASE OF THE JOB"

One reason these pictures clutch your interest, compel your attention to their clear, brief message, is that they are so well reproduced in Rotogravure. International Paper Company make a complete line of gravure papers to fill exactly every requirement

the photograph on the left reproduced by Courtesy of Hinze Ambrosia, Inc. Agency: Cowan & Dangler.



the photograph on the right reproduced by Courtesy of Tudor City in New York.

of Rotogravure printing. You probably know that to get the most out of a picture you need Rotogravure, and of course to get the most out of Rotogravure you need the best paper for—"Paper

Machine age realism—and also a superlative example of camera art. This huge whirling generator, with its suggestion of speed and power, helped an insurance company call attention to a special coverage for factories. Courtesy of Fidelity Phoenix Insurance.



INTERNATIONAL
PAPER COMPANY
220 East 42nd St.
NEW YORK CITY

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Award Honors for Advertising of Philadelphia

The Philadelphia *Evening Bulletin* and Donovan-Armstrong, Inc., advertising agency, were awarded first prize for the best campaign in the first Philadelphia Advertised Exhibition, which is to be an annual event. Represented in the display of advertising of Philadelphia activities were 102 business and industrial establishments, represented by close to 1,000 advertisements.

For the best campaign, second prize went to the Corn Exchange National Bank & Trust Co. Third prize was won by the Curtis Publishing Co. Honorable mention was awarded to the Budd Wheel Co., Fels & Co., and Abbotts Dairies, Inc.

In the group of publication advertisements, first prize went to the *Bulletin* and Donovan-Armstrong. This campaign is the series which appeared in **PRINTERS' INK**. Second prize went to the Corn Exchange National, and third prize to the Philadelphia Electric Co. Curtis Publishing, Budd Wheel and Strawbridge & Clothier received honorable mention.

In the direct-mail section, Campbell Soup Co. won first prize, Autocar Sales & Service Co. and the Holmes Press tied for second place, while third prize went to the John C. Winston Co. The John B. Stetson Co. and Dill & Collins received honorable mention.

Trade-marks on merchandise, the third section, brought first prize to the J. G. Brill Co., second to the Stetson company, and third to Stephen F. Whitman & Son, Inc. E. A. Wright Co., the Winston company and the Brown Instrument Co. received honorable mention.

For best in all sections, first prize went to the Corn Exchange National, second to the *Bulletin* and Donovan-Armstrong, and third to Strawbridge & Clothier. Fels, Stetson, Budd Wheel and The Curtis-Martin Newspapers received honorable mention.

Laundries Appoint Dade B. Epstein Agency

A group of Chicago laundries, organized for the purpose of advertising a new Sun-Ray Service for laundering clothes, has appointed the Dade B. Epstein Advertising Agency, of that city, to direct its advertising. Newspapers, direct mail and radio will be used.

Meeker Account with Comer Agency

Advertising of The Meeker Company, Inc., Joplin, Mo., leather specialties, is now being handled by the Russell C. Comer Advertising Company, Kansas City.

Joins "True Romances"

Bruce Van Cleave has joined the Chicago staff of the Macfadden Publications, working on *True Romances*. He was formerly in the investment banking business.

Sears, Roebuck Stops Selling Catalog Space

Sears, Roebuck & Company have decided that the function of their catalog is to sell their own merchandise only. Last week the mail-order house officially announced that the national advertising section would be omitted entirely from its forthcoming fall and winter general catalog. In the current spring and summer catalog there is an advertising section of four pages.

Officials of the company, in discussing the matter with **PRINTERS' INK**, refused to go into detail as to why they returned to their forty-year-old policy of confining their pages to the sale of their own merchandise. However they made a somewhat cryptic statement to the effect that the section was abolished "because of a desire to learn further the attitude of our mail-order customers toward this experiment."

P. W. Murphy Leaves Fuller & Smith & Ross

P. W. Murphy has resigned as secretary-treasurer, director and stockholder of Fuller & Smith & Ross, Inc., advertising agency. Mr. Murphy's financial duties will be assumed by Francis G. Hubbard, vice-president, at New York. Sidney D. Mahan, vice-president, has been appointed manager of the Cleveland office.

"Over recent months Mr. Murphy has repeatedly requested relief from his duties, for personal reasons," it is stated by Allen L. Billingsley, president of the agency. "He has had twenty-two years in the agency business. He desires time for rest. He has other interests which hold a large appeal."

Changes in Butterick Trade Division

Thomas C. Clark, formerly with the Columbia Broadcasting Company, has joined the trade division of the Butterick Publishing Company. He will be Ohio representative, with headquarters at Chicago.

G. O. McCausland has been transferred from the Ohio to the Southwest territory.

New Account for Roland G. E. Ullman

The Manhattan Rubber Manufacturing Division of Raybestos-Manhattan, Inc., Passaic, N. J., has placed the advertising of its industrial products with Roland G. E. Ullman, Philadelphia advertising agency. Industrial publications and direct mail are being used.

New Account for McLain

The Fulton Sylphon Company, Knoxville, Tenn., manufacturer of heating specialties, metal pulleys, etc., has appointed the McLain Organization, Inc., Philadelphia advertising agency, to direct its advertising account.

Outdoor Advertising, Incorporated, Gets Under Way

OUTDOOR ADVERTISING, INCORPORATED, a company formed to act as a special representative of the outdoor advertising plant owners in the solicitation of the use of outdoor advertising nationally, has been launched with headquarters at 1 Park Avenue, New York. The functions of this company were outlined in the May 7 issue of **PRINTERS' INK**, in a report of a talk by George W. Kleiser at the convention of the Association of National Advertisers.

Simultaneously with the opening of the New York headquarters the new company opened offices in Chicago and Detroit. Other offices will be established in Boston, Houston, Cleveland, St. Louis, Cincinnati, Kansas City, San Francisco, Atlanta and Los Angeles.

A statement issued by the new company declares: "It is felt that through the operations of Outdoor Advertising, Incorporated, formed as a special representative for the entire industry, outdoor advertising will be brought into line with modern advertising practice as evidenced by methods employed by other major mediums."

Under the new plan, it is stated, agencies will receive 15 per cent commission beginning with January 1, 1932, and the few exclusive solicitors now in the field will continue to receive 16½ per cent in recognition of their special service exclusively in behalf of outdoor advertising.

The National Outdoor Advertising Bureau will continue as in the past under the proprietorship of the advertising agencies.

A mutually satisfactory agreement, it is also stated, between Outdoor Advertising, Incorporated, and General Outdoor Advertising Company, Inc., has been reached whereby General Outdoor Advertising Company has subscribed to its share of stock in the new company to be paid out of commissions receivable. The facilities of

its personnel are also being made available to Outdoor Advertising, Incorporated, by General Outdoor.

Officers of the new company are Kerwin H. Fulton, president; Albert M. Briggs, Irving Bromiley, Sidney J. Hamilton, Sr., Albert E. Gans, R. D. French, Arthur Siegel, S. C. Hartshorn, Benjamin Eshleman, and Geoffrey S. Earnshaw, vice-presidents; I. W. Digges, secretary and counsel; Walter E. Pratt, treasurer, and George Wharton Pepper, general counsel.

The board of directors includes: C. A. Reynolds, A. L. Bauers, Leonard Dreyfuss, and Mr. Fulton, New York; George W. Kleiser, Sr., and George W. Kleiser, Jr., San Francisco; Burnett W. Robbins and J. E. Morrison, Chicago; E. C. Donnelly, Boston; Granville Standish, Providence; H. F. O'Mealia, Jersey City; P. L. Michael, Houston; George C. Ripley, Atlanta; W. Rex Bell, Terre Haute; C. U. Philley, St. Joseph; H. J. Fitzgerald, Milwaukee; H. C. Macdonald, Detroit; E. W. Lemay, Richmond, and J. B. Stewart, Clinton, Iowa.

As a result of the formation of the new company, changes in the officers of General Outdoor Advertising Company, Inc., have taken place. Mr. Fulton has been succeeded as president of General Outdoor by Burnett W. Robbins. Donald G. Ross is vice-president; A. L. Bauers, vice-president in charge of operations, and Charles A. Reynolds, secretary and treasurer.

Coal Account to Dunham, Younggreen, Lesan

The Illinois Coal Bureau, Chicago, representing the coal producers in the "Quality Circle" district of southern Illinois, has placed its advertising account with The Dunham, Younggreen, Lesan Company, Chicago advertising agency. Newspapers and direct mail will be used.

Appointed by Addressograph-Multigraph

R. M. Winger, assistant sales manager of the American Multigraph Company, Cleveland, has been appointed advertising manager of the Addressograph-Multigraph Corporation, of that city.

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Part of the Great Western Railway of England fleet of trucks used to deliver American merchandise direct to the merchants' establishments.

COPIES ON TELEPHONE
"TRUCKS-BY-ALTRINCHAM"

CHAS. W. R. L. LTD.
BROADBEATH, ALTRINCHAM, CHES.

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BROADBEATH, ALTRINCHAM, CHES.

ASCO-SERVEL LTD.

(ASSOCIATED WITH AUTOMATIC SCALE CO. LTD.)

REFRIGERATION SPECIALISTS.
Broadbeath, Altrincham.
CHESHIRE.

HEAD OFFICE & WORKS
BROADBEATH
ALTRINCHAM CHES.
Phone SALE 680 (4 LINES)

WORKING OFFICE & SHOW ROOM
BROADBEATH CHES.
CHURCH HOUSE STREET,
TEL. CHESHIRE, 680

T.

The American Exporter.
370 Seventh Avenue.
NEW YORK CITY. U.S.A.

13th February 1931.

Dear Sirs,

Page 60 February Issue.

We shall be pleased if you will put us in touch with Makers of equipment such as portable ice cream making plants.

We would say that we are handling the Servel machine over this side, but require a combined freezer and mixer to work with the Servel machine. Also we are interested in obtaining the Agency for a good meat mincing machine.

Yours faithfully,

ASCO-SERVEL LTD

[Signature]
DIRECTOR.

FROM A LARGE DISTRIBUTOR

This letter serves to remind us that our international competitors are also our best customers. Great Britain is a most important market for American specialties and the AMERICAN EXPORTER is read by the large buyers there.

Our readers are your buyers abroad

AMERICAN EXPORTER

World's Largest Export Journal ... 54th Year
370 Seventh Ave. New York

"A newspaper cannot

A NEWSPAPER itself can't go to the polls. It can only suggest, clarify the fundamental issues, guide its readers in their voting.

So a few years ago, when The Cincinnati Post (alone of Cincinnati newspapers) began its campaign for clean government, it could only suggest.

The active, physical campaigning, the formulation of a new charter—this was the work of the influential men and women who are Post readers.

And between the two—The Cincinnati Post is now and its followers—Cincinnati received a new Charter and became the best governed large city in the United States.

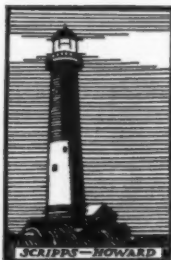
A few months ago, the same good government was placed in charge of the county, after it had been



POST CIRCULATION

City and Suburban . 144,702
O K Market 163,467
Total Circulation,
more than 181,000

MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.



Their

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Typical Post Homes in the Norwood district of Cincinnati. Five out of the six in the picture are inhabited by daily readers of The Cincinnati Post.



influential in control of one political gang for an uninterrupted forty years.

Cincinnati Post is no ordinary type of citizen who reads new Cincinnati Post.

city in reach this influential group most effectively, economically, in Cincinnati with The Cincinnati Post, read by more than 62 per cent of the enter it Cincinnati Market.

The Cincinnati Post

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS
DETROIT . PHILADELPHIA . BUFFALO . ATLANTA

Worcester, Massachusetts Has ONE Sunday Newspaper

The Sunday Telegram is the ONLY medium through which, on Sunday, you can reach this great Worcester market which spends

\$224,000,000 at Retail Every Year

On Sunday, when leisure brings time for planning, when purchases of every sort are actively discussed and decided, the Sunday Telegram will tell your sales story in

7 of Every 10 Homes in Worcester

The Sunday Telegram is Worcester's ONLY Sunday newspaper. Its broad coverage of local news on a day when local news is not otherwise obtainable, its feature stories of local people, its sparkling "Al Banx" cartoons of local highlights, its pages of personal and social notes, its calendars of coming events, make the Sunday Telegram an indispensable part of the Worcester Sunday.

Worcester Advertisers Find the Sunday Telegram Equally Indispensable

It is the only medium that reaches their customers on Sunday when so many purchasing plans are made and shopping lists drawn up; it has proven its pulling power not only for Monday, but throughout the entire week. It is the unhesitating first choice of Classified advertisers with their demand for quick, sure results.

NATIONAL ADVERTISERS find the Sunday Telegram (average net paid circulation 54,094) a powerful ally in establishing new preferences and creating additional sales in this rich, responsive market.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco

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C. S. Clark, Vice-President, Merchants Telegraph Exchange

C. S. Clark, who recently resigned as director of the educational and advertising campaign of the National Confectioners Association, Chicago, has been elected vice-president in charge of sales of the Merchants Telegraph Exchange, Inc., Washington, D. C. He will have headquarters in the newly established Chicago office at 11 So. La Salle Street.

The Merchants Telegraph Exchange promotes the sending of gifts of candy and fruit by telegraph in the same manner as the Florists Telegraph Delivery Association. The work of affiliating manufacturers and manufacturing retailers of gift packages of candy and fruit is now proceeding under Mr. Clark's direction. Advertising is to be carried on locally through members, who will be supplied with newspaper mats and plates by the Exchange.

D. E. Weedon, General Manager, Rusco

Daniel E. Weedon has been appointed treasurer and general manager of the Russell Manufacturing Company, Middletown, Conn., Rusco brake lining and other fabric products. He succeeds William C. Fisher, for fifty years with the Russell company, who has resigned to become vice-president in an advisory capacity. Mr. Weedon was formerly president and treasurer of the Holmes Manufacturing Company, New Bedford, Mass., and, before that, was director and general sales manager of Hungerford & Terry, Inc.

Advertises New Shaving Cream

Quo, a new shaving cream manufactured by the General Products Corporation, has been introduced in the Pittsburgh area. The product is a two-cream preparation packaged in a two-compartment glass jar. Quo skin cream and Frigiale, companion products, have also been introduced. Ketchum, MacLeod & Grove, Pittsburgh advertising agency, have been appointed to direct the advertising. Newsman and radio advertising are being used.

Cigar Account to O'Keefe

H. Traiser & Company, Inc., Boston, manufacturer and distributor of cigars, has appointed the P. F. O'Keefe Advertising Agency, Inc., of that city, to direct its newspaper advertising. Advertising will feature Pippin and Harvard cigars and, for the present, will be confined to the New England territory.

Harness Account to Boston Agency

The London Harness Company, Boston, has appointed the Wood, Putnam & Wood Company, advertising agency of that city, to direct its advertising account.

Changes in J. Walter Thompson Foreign Staff

Rae Smith, formerly an account representative at the London office of the J. Walter Thompson Company, Inc., has been made manager of that office. He succeeds Samuel W. Meek, Jr., who has returned to New York as vice-president of the company.

Henry C. Flower, Jr., formerly in charge of the international department at New York, has been made regional director of European operations, with headquarters at Paris. Arthur E. Hartzell, formerly manager of the Madrid office, has been made manager of the Paris office, succeeding Earl Knipe, who has returned to the domestic company. F. Malcolm Thompson, formerly in charge of copy at the Madrid office, succeeds Mr. Hartzell as manager of that office.

Boy Scouts Honor Griffith Ogden Ellis

At the annual meeting of the Boy Scouts of America, held recently at Memphis, Tenn., the award of the Silver Buffalo was made by that organization, through James E. West, chief scout executive and editor of *Boy's Life*, to Griffith Ogden Ellis, editor and publisher of the *Youth's Companion* combined with *The American Boy*.

The award is made annually on the basis of noteworthy service of a national or international character outside of regular duty to boyhood, either directly to or independent of the Boy Scouts of America.

S. S. Glass with Whittlesey House

Severin S. Glass, for the last fourteen years sales manager of Automobile Blue Books, Inc., and, before that, sales manager of Small, Maynard and Company, publishers, has joined the staff of Whittlesey House, trade division of the McGraw-Hill Book Company, in charge of sales.

Appointed by Gillette

The Gillette Safety Razor Company, Boston, has appointed the Foreign Advertising and Service Bureau, Inc., New York, to direct its advertising in the Near East and the Orient.

New Account to Bott Agency

The Cleaners Equipment Corporation, Kansas City, Mo., has appointed the Bott Advertising Agency, Little Rock, Ark., to direct its publication advertising, effective in September.

Appoints Gonthier-Campbell

Dechaux Freres, Ltd., Montreal, cleaning and dyeing, has appointed the Gonthier-Campbell Agency, of that city, to direct its advertising account. Newspapers and magazines will be used.

Chain-Store Sales for May

Company	May 1931	May 1930	% Chg.	5 Months 1931	5 Months 1930	% Chg.
	\$	\$		\$	\$	
Great At. & Pac. (a)	102,946,053	104,673,214	-1.6	450,768,532	465,178,810	-3.1
*Sears, Roebuck (b)	30,408,560	30,685,991	-0.9	129,154,494	140,800,870	-8.3
F. W. Woolworth	24,117,367	25,308,640	-4.7	108,300,256	110,597,891	-2.1
Kroger G & B (c)	20,470,422	20,493,922	-0.1	100,371,774	103,639,863	-3.1
*Montgomery Ward	18,547,245	25,050,304	-25.9	88,572,030	106,195,803	-16.6
Safeway Stores ...	18,252,435	19,647,815	-7.1	86,910,146	92,477,246	-6.0
J. C. Penney	15,450,125	17,159,885	-9.9	62,527,068	70,630,918	-11.4
S. S. Kresge Co. ...	12,122,843	12,777,855	-5.1	55,343,004	56,057,488	-1.2
Am. Stores Co. (d)	10,389,683	10,927,956	-4.9	58,551,595	60,588,288	-3.3
First National (e)	8,426,914	8,585,136	-1.8	43,406,312	44,993,319	-3.5
MacMarr Stores ...	6,838,733	7,635,392	-10.4	32,342,121	36,379,031	-11.0
National Tea	6,631,375	7,525,836	-11.8	32,400,824	36,471,066	-11.1
W. T. Grant	6,605,996	6,152,588	+7.3	26,799,109	24,543,585	+9.1
S. H. Kress	5,468,867	5,398,883	+1.3	25,376,396	25,093,897	+1.1
Walgreen Co.	4,657,500	4,493,610	+3.6	22,419,787	21,634,960	+3.6
McCrory Stores ...	3,411,679	3,588,020	-4.9	16,344,855	16,198,525	+0.9
F. & W. Grand-Silver	3,091,246	3,194,005	-3.2	13,592,391	13,564,634	+0.2
Melville Shoe Cor.	2,797,748	2,915,133	-4.0	11,026,030	11,251,111	-2.0
H. C. Bohack (f)	2,686,696	2,434,631	+10.3	14,326,718	12,493,205	+14.6
*Nat'l Bellas Heas	2,621,018	2,972,072	-11.8	14,234,853	15,048,107	-5.4
Daniel Reeves	2,407,653	2,702,568	-10.9	14,442,025	15,639,029	-7.6
Grand Union (g)	2,653,487	2,832,001	-6.3	13,925,667	14,524,704	-4.1
Dominion Stores ...	2,582,702	2,396,623	+7.7	10,810,689	10,469,767	+3.2
J. J. Newberry ...	2,414,336	2,502,635	-3.5	10,267,011	9,965,613	+3.0
Lerner Stores	2,410,232	2,188,583	+10.1	10,174,007	9,100,686	+11.8
Interstate Dept. ...	1,991,618	2,025,250	-1.6	8,442,946	8,161,126	+3.4
Childs	1,957,168	2,279,535	-14.1	10,052,800	11,476,357	-12.4
McLellan Stores ...	1,860,597	1,968,308	-5.4	7,668,005	7,712,120	-0.5
G. C. Murphy	1,549,487	1,410,166	+9.8	6,892,439	5,812,096	+18.5
G. R. Kinney	1,528,831	1,765,786	-13.4	5,833,717	7,139,667	-18.2
Peoples Drug	1,463,047	1,445,174	+1.2	7,196,543	6,887,462	+4.4
Lane Brvant, Inc.	1,452,891	1,872,302	-22.4	7,367,602	7,167,796	+2.8
Neisner Bros.	1,370,752	1,483,559	-7.6	5,905,060	5,590,029	+5.6
Waldorf System ...	1,338,682	1,379,345	-2.9	6,553,961	6,748,832	-2.9
Loft's	1,194,635	617,099	+93.5	5,459,003	3,231,808	+68.9
West. Auto Supply	1,191,000	1,361,000	-12.5	4,506,000	5,096,000	-11.5
Schiff Co.	1,105,015	1,077,011	+2.6	3,894,988	3,818,872	+1.9
Jewel Tea (h)	1,094,448	1,254,320	-12.7	5,448,937	6,205,940	-12.2
Edison Bros.	734,052	482,285	+52.2	2,718,767	1,887,485	+44.0
Am. Dept. Stores.	733,338	849,202	-13.6	3,507,464	3,686,219	-4.8
Bickfords	670,872	438,096	+53.1	3,326,560	2,411,280	+37.9
Kline Bros.	501,616	428,796	+17.0	1,894,191	1,646,117	+15.1
Winn & Lovett	460,704	481,759	-4.3	2,251,837	2,520,540	-10.6
Exchange Buffet ...	451,590	555,640	-18.7	2,405,231	2,866,287	-16.0
Salv. Frocks	416,748	498,324	-16.3	1,987,377	2,067,501	-3.8
Nat'l Shirt Shops.	279,917	363,593	-23.0	1,442,718	1,653,701	-12.7
M. H. Fishman...	227,335	209,594	+8.4	785,700	635,259	+23.5
Kaybee Stores ...	198,985	182,981	+8.7	801,287	713,185	+12.4
Morison Elec. Sply.	158,760	154,716	+2.6	794,386	859,977	-7.6
Totals	342,343,003	358,827,139	-4.59	1,559,525,213	1,629,552,072	-4.29

*Includes both chain and mail-order sales.

- (a)—5 weeks to May 30. (e)—4 weeks to May 23 and Dec. 27
 (b)—Apr. 24 to May 21 and Jan. 2 to May 23.
 May 21. (f)—4 weeks and 21 weeks to May 30.
 (c)—4 weeks and 20 weeks to May 23. (g)—4 weeks to May 30.
 (d)—4 weeks and 21 weeks to May 31. (h)—4 weeks and 20 weeks to May 16.

More goods were sold during the May period in 1931 than in the same period a year ago, according to the Great Atlantic & Pacific Tea Company. May sales, expressed in tons, were 563,223 this year compared with 488,753 in May, 1930. This is a gain in quantity of merchandise sold of 74,470 or 15.2 per cent. The first National Stores report tonnage sales up 14.4 per cent for May.

NUMBER OF STORES IN OPERATION

	END OF MAY 1931	END OF MAY 1930		END OF MAY 1931	END OF MAY 1930
Kroger Grocery	5,003	McLellan	277	272
Safeway	2,620	2,695	McCrory	243	240
J. C. Penney	1,453	1,431	F. & W. Grand-Silver.	214	195
Jewel Tea (routes)...	1,306	1,241	G. C. Murphy	168	157
S. S. Kresge	690	629	Peoples Drug	123	118
Melville Shoe	476	503	Childs	108	114
Walgreen	446	422	Neisner	77	66
W. T. Grant	366	211	Exchange Buffet	35	35

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 15 +0.9
 44 +0.2
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 5 +14.6
 7 —5.4
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○ NCE, there lived a negro actor. He used burnt cork
 on his face! Somebody asked him why. He replied,
 "It makes me more colored. Just a shade of difference—
 but the audience wants to see a black man, and I give
 the audience what it wants." . . . In engraving, McGrath
 appreciates what "just a shade of difference" means. Often,
 it is the "burnt cork" touch that makes a job superlative.

McGRATH ENGRAVING CORPORATION

PHOTO ENGRAVERS • ELECTROLYTIC HALFTONES • 509 S. FRANKLIN ST., CHICAGO

Data or dynamite?

—there's one way to be sure!

CONSUMER research is one of the most valuable tools at the command of the present day advertiser.

Intelligently conducted, it does much to reduce the element of chance and to determine public reaction in advance—thereby giving an extraordinarily accurate premise upon which to base campaigns.

But in the hands of the novice, it becomes so much potential dynamite. For research must be handled with meticulous care if it is not to become a two-edged sword.

Questionnaires must be made fool-proof—(not nearly so simple as it sounds on the surface).

Sources of information must be certified for 100% honesty and accuracy.

Personal interviews must be handled adroitly to eliminate the

consumer's unconscious tendency to distort his answers and appear more prosperous, more cultured and more discriminating than he really is.

For there are many interesting examples where whole surveys have been rendered worthless because the housewife has proved a deceiver—gay or otherwise.

Upon occasion, Mrs. Consumer has been known to give an extremely convincing performance in the role of Delilah.

Thus, research—despite its obvious potentialities—may not always prove an unmixed blessing. For much of its efficacy depends upon *how* it is handled—and *by whom*.

Any energetic young man or woman can ring door-bells. But it takes an unusually shrewd type of mind, working under the most

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stringent sort of supervision, not only to ring the right door-bells but to get accurate results.

Here in the Ruthrauff & Ryan Agency we maintain a large and extremely active research department—composed of experienced analysts and field workers who are permanent members of the organization—trained workers who are

on our payroll fifty-two weeks a year.

Only by keeping the closest sort of check upon researchers—by supervising their activities down to the smallest detail—do we feel that we may be sure of absolute accuracy.

And in the case of research, accuracy is utterly *essential*!

A partial list of products sold through diversified trade outlets advertised through Ruthrauff & Ryan:

RINSO <i>The Granulated Soap</i>	COCOMALT <i>The Health Food Drink</i>	LIFEBUOY <i>Health Soap</i>
TRE-JUR <i>Cosmetics</i>	BONCILLA <i>Toiletries</i>	STANDARD STATISTICS <i>Financial Service</i>
LIFEBUOY <i>Shaving Cream</i>	COOLENE <i>Foot Cream</i>	TRUE STORY <i>Magazine</i>
NOXZEMA <i>Skin Cream</i>	LACTOGEN <i>Baby Food</i>	STARLINE <i>Farm Equipment</i>
BLONDEX <i>Shampoo</i>	WOLVERINE <i>Horsehide Work Shoes</i>	HEADLIGHT <i>Overalls</i>
WHITE CROSS <i>Electric Soaps</i>	NU-WAY <i>Suspenders</i>	TUMS <i>Anacid Candy Wafers</i>
LION BRAND <i>Evaporated Milk</i>	UNITED ENGINEERS & CONSTRUCTORS, Inc.	ALPINE BRAND <i>Evaporated Milk</i>

RUTHRAUFF & RYAN, INC.
Advertising

New York: 132 West 31st Street

Chicago: 360 N. Michigan Ave. ~ St. Louis: Arcade Bldg.

When Selling is Hard—

In the 1920s, buyers yielded more and more readily to the cajoleries of advertising and selling—to a point where the excesses of selling bankrupted its opportunities.

Now buyers in general are stiff and unyielding; steadfastly resist pressure selling.

FORUM readers never have responded to the cheap and meretricious in advertising. Their discernment and their taste always prompted them to buy choosingly.

Now more than ever, FORUM is a natural medium for advertisers who elect to depend for their sales upon the excellence of their products simply and sincerely presented in advertising.

The discernment and taste of FORUM readership is at a new premium.

FORUM

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New York City

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Balanced Output and Demand Sought for Nation

The Continuous Operation of Industry Should Not Be Left to the Chance
of Repeated Maladjustment

By Chester M. Wright

Of the American Federation of Labor

[EDITORIAL NOTE: The suggestions in this article to the effect that industry, labor and finance—all organized—should co-operate for a more definite planning of American industry has just been accepted by the National Civic Federation. This latter group, representing capital, labor and organized industry, of which Elihu Root is honorary president, has sent a letter to 600 industrial, labor and economic organizations and leading manufacturers suggesting what the New York Times calls "the first definite move for setting up a ten-year plan for American industry, with the object of stabilizing production, eliminating unemployment and integrating the industrial and economic structure of the nation." The plan grew from a proposal by Matthew Woll, with whom Mr. Wright is closely associated.]

WE are dealing with a present fault which is called unemployment because the idleness of wage earners is the most obvious phase of the phenomenon. We have this condition of unemployment because of a serious dislocation of the machinery of production and distribution. Unemployment is a result, not a cause. So what we seek to remedy is the dislocation, not the unemployment.

We observe certain causes of dislocation and these are so generally recognized that they do not need to be proved here. We know that our factory machinery, when in so-called prosperous condition, is idle fully one-third of the time. We know that, running at what management generally believed to be a proper speed, it created great quantities of commodities that could not be sold and that consequently piled up to a point where production had to be stopped. Prices, inflated on the basis of an assumed sale of commodities and an assumed continued scale of operation, crashed with the stoppage of machinery.

It is popularly assumed that the stock market crash signaled the impending depression. That is pure assumption and pure fiction. The stoppage of production had begun more than a year earlier and was in continuous process of slowing down over that pre-Wall-Street-crash period.

It must be clear that a great gulf had been created between the nation's ability to produce and its ability to consume. We need not assume anything wrong in the nation's desire to consume, because the desire to consume is and has been apparent to every observer.

It is a peculiarity of our industrial system that it cannot stand still, in which it is like all life. It must go ahead, if there is to be happiness. It cannot stop except immediately to go backward in distress.

Apparently, it cannot continuously go ahead as at present constituted, because when it does go ahead it goes at a speed more rapid than is required to create the product which it enables the people to consume, or possess.

Quite apparently, therefore, we require some method of governing operations, so as to create smoothness and balance and something more nearly approaching continuity.

The spread between creating power and using power arises out of a disparity between the two forces, the one of which creates, while the other absorbs.

Knowing full well that there are a multitude of minor forces at work, we can, however, safely cling to a consideration of one fundamental thing—the relation between industry and people.

The average wage in the United States, for factory employment, in 1929, was \$1,308.

The average wage earner, by his work, added a value of \$3,269 to the material furnished him upon which to expend his energy.

This does not mean that the margin of profit was the difference between the wage and the value added to raw material by the worker. It was by no means that.

An Extreme Example

Let us offer an extreme example. Today, a bushel of wheat costs approximately 74 cents. That bushel of wheat, fed into certain machinery which is entirely automatic, emerges in the form of a breakfast cereal for which the consumer pays at the rate of some \$33.60 per bushel. This is an extreme, perhaps, but graphic illustration.

At no point does the average consumer go to market equipped to buy more than a fraction of the product he has put into storage by his labor as a worker.

It cannot be said that the intervening margin goes into such things as handling, selling cost and transportation, for the enormous stream of published profits shows us that is not the case. A swollen river of profit, even in these dark days of depression, flows into the pockets of a comparative few.

Here, then, is the relationship which requires adjusting.

Encountering that fact, we find a rush by one group to the halls of legislation, while another group seeks to find adjustment within industry. As is usual, a third group is composed of those who do nothing, those who wring their hands and those who ascend into the realm of metaphysical conjecture out of which comes nothing tangible.

If there is to be adjustment, there must first be the power to adjust. If the power were in existence we may assume it would be used. It has not been in existence and it is not yet in existence. Here we encounter that question of where political usefulness ends and menace begins.

Political usefulness must concern itself primarily with safe-

guarding the freedom of the people, but it must not, in seeking to safeguard freedom, apply measures that throttle their efforts to live in the environment of the day.

We have not suffered a breakdown of our political system; the breakdown is in our industrial system. It is as idle to expect our political system to cure that ill as it would have been to expect it to prevent the ill. If political government had the power to prevent and did not prevent, then the indictment is staggering. The indictment is no less severe when laid upon industry, but, facing facts, we know that industry did not have the machinery for prevention—it did not have the power in usable form.

That power cannot be made usable until a machine or mechanism can be created through which it can be made usable. There is no usable electric current without conductors for its transportation to users.

Industry, where the trouble lies, must create within itself the machinery, the mechanism, to make possible a control function. Unless industry, including labor, of itself, by itself and within itself creates this mechanism, it will lack that voluntarism that is needed to give it life, permanency and satisfactory operation. Americans continue to regard compulsion as not only anti-democratic, but out of harmony with the American spirit and tradition.

This does not diminish the field of political government, though it clarifies it. For that reason, it enhances the value of political government. Reaching out in pointlessness, but frequently desperate effort to manage that which is neither organically nor traditionally within its field, it but endangers its own life through the creation of disgust with ineptness and incapacity.

Acknowledging its limitations, giving sanction, openly and avowedly, to other and organically correct mechanism, it by that openness strengthens its own position and remains the bulwark of liberties, the mightiest power within the Republic.

Industry—which means manage-

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ment, labor, finance, transporta-
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must work its way toward con-
scious, authentic, democratic con-
trol in the interest of the people.
No pattern can presently be
laid down, though great steps can
presently be taken, one leading to
another, until something approxi-
mating a national and general
mechanism comes into being. The
genius for political democracy was
not developed in a day or a decade
or a century. But nothing was
achieved toward political democ-
racy until men began to think and
take steps in that direction.

Democratic control, or guidance,
or discovery of direction, must
have power transmission lines—
channels through which thought
and other energy can be sent to
those material things that must
respond to human wisdom and
will.

Organization is the prime essen-
tial. Then must come the purpose
of organization.

Every requisite for the exten-
sion of the democratic thought and
practice in the operation and guid-
ance of industry exists and need
but be carried on, with the purpose
in mind.

Almost every industry is organ-
ized. Management is organized.
Finance is organized. Labor is or-
ganized. Where organization is
partial it must be completed. Un-
derstanding of the purpose would
hasten organization. There are a
multitude of examples.

Organizations, creating the mech-
anism among themselves for the
purpose of bringing creation and
use, manufacture and consumption,
into one objective unit, instead of
two as they are, would discover
speedily that their motions were
idle gestures until completeness of
organization could be had. But
the start must be made.

At the outset, this involves a
surrender of the old idea that any
group useful in industry can be
denied its right to voice by another
group or collection of groups. It
turns its face with determination
against the idea of hostility
toward the idea of co-operation.
Enmity is out of the picture,

though with the reservation that
there can be no binding of the will
of one group upon another with-
out the essential of voluntary
agreement.

The banner nailed aloft must be
co-operation, displacing strife. In-
dustry was made to run, not to
be torn apart in fighting.

Not until there is such a mech-
anism can there be generally an
ironing out of that tragic differ-
ence between creation and use, that
piling up of commodities that stop
the wheels, leaving idleness and
anguish among millions of human
beings, not for want of industry
of mind and hand, but for want of
opportunity to apply those charac-
teristics.

The continuous operation of in-
dustry, the continuous well-being
of the whole people and its con-
tinuous improvement, is the chief
concern of the people, save for
their fundamental, constitutional
liberties. That this great concern
should be left to the chance of
repeated maladjustment belies the
genius of our people for organiza-
tion and for democracy. That can-
not be conceded.

There is no standing still, how-
ever. It is backward, or forward!

To Represent Hearn Agency

The Alfred S. Hearn Company, Inc.,
New York advertising agency, will be
represented in the New England terri-
tory by Perry Walton, with headquarters
at 88 Broad Street, Boston. Mr. Walton
will also continue to conduct the Walton
Advertising and Printing Company at
that city, as heretofore.

Appointed by Maujer

Roy M. McDonald, San Francisco,
publishers' representative, has been ap-
pointed West Coast representative of the
Maujer Publishing Company, Chicago,
publisher of *Industrial Power* and *Indus-
trial Record*.

Joins Pasadena Agency

P. O. Narveson, formerly a member
of the advertising staff of *Western
Dairies*, has joined the Anita Jaffe Ad-
vertising Agency, Pasadena, Calif., as an
account executive.

To Head New Business

Plans are under way for the organiza-
tion of a company to specialize in the
exhibition of advertising talking motion
pictures. The company is being headed
by J. J. Apatow, advertising manager
of the Adam Hat Stores, New York.

Progressive Package Changes Aided by Advertising

Attitude of the Trade Toward Sorbant Gauze Molded by Extensive Advertising

CHEESECLOTH, as much a staple in the dry goods field as sugar in the grocery field, is one of the most dependably profitable items in the stock of many wholesalers and retailers. Going back a few years, it will be remembered that cheesecloth was sold in bolts or pieces cut from bolts—which was unsatisfactory because the cutting took the retailer's time, the gauze became dirty and the measuring was slipshod at best. (Similar, also, to the sugar barrel.) In addition, the consumer usually under-estimated his requirements.

Recognizing these as real trade difficulties, the Griswoldville Manufacturing Company, manufacturer and finisher of cotton cloths, some years ago developed packaged Sorbant Gauze. Only one package was made at that time. It was a ten-yard roll and was made up especially for one large New York wholesaler. It has been his best seller ever since. Subsequently, when this package was introduced to the rest of the trade it took an extensive advertising campaign to put it over. But the advertising, creating a strong demand, gave the wholesaler more faith in the selling possibilities of the packaged gauze. Even then, the wholesaler was not convinced that the package would not hurt his bulk sales. He was convinced later, as the sales curve kept mounting on the packaged product.

This was the first step in packaging the cloth. The company next cast its eyes at its competitor's package, which was eighteen inches wide. It seemed a bit bulky, so Griswoldville brought out Sorbant Gauze in another

package designed to minimize what was thought to be a cumbersome unit. This package was nine inches wide, which meant that the cloth had been folded once to bring the size of the package down. It was immediately successful and today that size is standard in the trade. However, the company was not satisfied to sell the idea to the trade alone, so it turned its thoughts to the consumer and considered ways and means of pleasing him. The next step was the designing of a self-selling carton, which would hold several packages, the equivalent of one bolt of regular goods, but made up in the nine-inch package form.

All packages were shipped in these cartons and sales units shot up from packages to cartons, i.e., bolt lengths. When the dealer got his carton he merely placed it on the counter or in the window and it started to work at once. By this step the company solved the wholesalers' and retailers' apprehensions regarding the comparative value of packaged or bolt goods by taking the experiment out of their hands and putting it in the hands of the



The Newest Addition to the Sorbant Gauze Line of Packages

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Line of

BOSTON
The Berkeley Press
The Wood Clarke Press

BUFFALO
Axel E. Sahlin
Typographic Service

CHICAGO
Bertsch & Cooper
J. M. Bundscho, Inc.
The Faithorn Corporation
Hayes-Lochner, Inc.
Harold A. Holmes, Inc.
Runkle-Thompson-Kovets-Inc.

DENVER
The A. B. Hirschfeld Press

DETROIT
Geo. Willens & Co.

INDIANAPOLIS
The Typographic Service Co.

LOS ANGELES
Typographic Service Co.

NEW YORK CITY
Ad Service Co.
Advertising Agencies
Service Co.
The Advertype Co., Inc.
E. M. Diamant
Typographic Service
Frost Brothers
David Gildea & Co., Inc.
Heller-Edwards Typography, Inc.

Huxley House
Lee & Phillips, Inc.
Superior Typography, Inc.
Supreme Ad Service
Tri-Arts Printing Corp.
Typographic Service Co.
of N. Y., Inc.

Kurt H. Volk, Inc.
Woodrow Press, Inc.

PHILADELPHIA
Progressive Composition Co.
Kurt H. Volk, Inc.

ST. LOUIS
Warwick Typographers, Inc.

TORONTO
Swan Service

Typography Isn't A Case-Hardened Craft With Us . . .

Like the new advertising copy and picturizing, the new typography must cast off the cocoon of "Used-To-Be." Tradition has long years, but often long ears, as well. Today, good typography must be straight-hitting; eye-getting; space-saving; page-owning. The members of this body have followed the changed order in advertising. They are aware that other days demand other ways. They are prepared to serve the advertising profession with greater pioneering initiative; with more imaginative resourcefulness; with fidelity to the guild ideal.

ADVERTISING TYPOGRAPHERS OF AMERICA

National Headquarters, 461 Eighth Avenue, New York



Typography That Sets Up An Ideal

Wanted

IT ISN'T *Thursday* ANY MORE

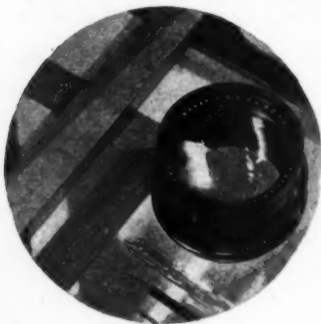
HAVE YOU ever watched a newspaper go to press? The last edition being put to bed?

Ten hands working on the "front page" at once. A babble of voices. Crisp instructions. "All right, Joe . . . take it away," and the last form is wheeled to the stereotyping room.

There's an orderly chaos, a systematic confusion in the making of a newspaper that singularly resembles our own business.

For production of advertising today has been quickened to this newspaper tempo.

It isn't Thursday any more . . . most jobs are wanted tomorrow at 9 A. M.



And to meet this faster pace is very reason why the modern art service exists.

Here are ten comprehensive layers wanted first thing in the morning.

The job comes in . . . and it's immediately broken up. Headlines to lettering men. Sketches to the art. Cameras start clicking and the whole job rolls along at once.

"Is this the right color?" "Should retouch this?" A thousand questions. A thousand answers. Careful supervision . . . that's the secret of our production success.

Guarding against mistakes . . . putting in the subtleties.

Ours is not the art of artists . . . the genius of management. The ability to tackle tough assignments and deliver the package at 9 A. M.

Art Directors find that we usually improve their work . . . without retouching. Help . . . without hurting

The Studio

420 LEXINGTON AVENUE

9 A.M.

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how to produce it. We are creators
yet we know how to take and follow
structions.

We can produce entire campaigns...
the original sketches to the finished
wings. But what we offer chiefly is
elligent production. The ability to
things done with the minimum fuss

and bother. The resources to produce
big jobs in a hurry.

The next time you have an important
job... let us tackle it. Use it as a "prov-
ing ground" to find out for yourself the
kind of thinking we have brought to
commercial art production. We believe
you'll see a subtle difference in the way
it looks. Phone MOhawk 4-1545

LEO AARONS

VENUE, NEW YORK CITY

\$72 AD SOLD \$1,904 IN RADIOS

*TIMES CAN'T
BE SO BAD*

—OR

*THE JERSEY OBSERVER
IS A HELUVA GOOD PAPER*

H. S. SUGARMAN
316 Washington St.

May 25, 1931.

Jersey Observer.
Gentlemen:

On May 14th we ran a quarter page advertisement in your paper, offering Sparton Radio at a new low price of \$119. The response overwhelmed us. Within 48 hours we sold 16 of these advertised sets, and secured many additional prospects.

We repeated the same advertisement in your paper on May 21st, our sales gained a greater impetus as a result.

Very truly yours,

Harold S. Sugarman.

THE
Jersey Observer
Covers Jersey City, Hoboken, Union City
and the towns of
West New York, North Bergen, Weehawken,
Secaucus and Guttenberg

DAILY
SALES

45,000

A. B. C.
CIRCULATION

Offices

HOBOKEN

JERSEY CITY

UNION CITY

National Representatives

GILMAN, NICOLL & RUTHMAN

New York

Boston

Chicago

Detroit

San Francisco

consumer—where it rightfully belonged.

The package-carton plan was an immediate success. Sales jumped in certain cases several hundred per cent. The cleanness of the gauze plus the convenience of purchase stimulated buying and helped to develop a multitude of new uses.

During this time the advertising was consistently selling both the trade and the consumer. As a result of the company's packaging efforts new uses were developed which were passed on to the consumer in each advertisement. At the same time the dealer was kept continually aware that the company was backing him and was doing a real selling job for the merchandise that he stocked.

But the company was by no means through with its experimenting. The inordinate success of the package-carton idea spurred the company on to develop a greater convenience for the consumer.

Finally, the newest addition to the line was made ready and put on the market. It is called the Sorbant Household Roll and comes in twenty-five, fifty and hundred-yard lengths. The cheesecloth is rolled and sealed within the carton which is illustrated herewith. When the outside seal is broken, a new method of feeding the cloth makes the material instantly available. Then the goods are drawn out and cut off as needed. The rest of the cloth is well protected within the carton and for that reason there is no wastage.

This method of packing automatically encourages the consumer to buy larger-unit yardage and the natural tendency is to use cloth that is conveniently at hand. The roll is being extensively featured in the company's advertising as an added convenience to the consumer which, from the way it is taking hold, both with the consumer and the trade, would make it seem to satisfy an actual need.

From its succession of experiences with packaging this cloth the Griswoldville company believes that "convenience in use" added to a meritorious product will increase sales in direct proportion to the convenience offered. From the sale

of bolt goods this company has progressively stepped through the various phases of package ideas to the household roll, which, to date, is the last word in gauze merchandising.

Beauty by Ossification?

WOODSIDE, N. Y.

Editor of PRINTERS' INK:

Your item called "Specify Your Vitamins" in the June 4 issue, page 66, should mean a lot to the ladies inasmuch as we are very much concerned with what vitamins are and what they will do to us.

It is especially interesting to me inasmuch as I have almost succumbed to a new facial cream which claims to have Vitamin "D" as its content.

From the news item, Vitamin "D" is concerned with development of bones. Now I am wondering just what a facial cream with Vitamin "D" as an ingredient would do to my complexion???

ROSEMARY WEBER.

New Accounts for Williams & Cunnyngham

The Enpeco Appliance Corporation, Chicago, has appointed Williams & Cunnyngham, Inc., advertising agency of that city, to direct its advertising. This company, a sales subsidiary of the National Pneumatic Company, Rahway, N. J., will market a line of electric household appliances, including a low-priced light weight washing machine, a clothes drier, a stimulator and other similar items.

The Stearns Electric Paste Company, Chicago, has also placed its advertising account with Williams & Cunnyngham.

Morrill Company to Move to New York

The Geo. H. Morrill Company, division of the General Printing Ink Corporation, will move its head office from Norwood, Mass., to New York on June 20. The new headquarters will be located at 100 Sixth Avenue, New York. The manufacturing department will remain at Norwood.

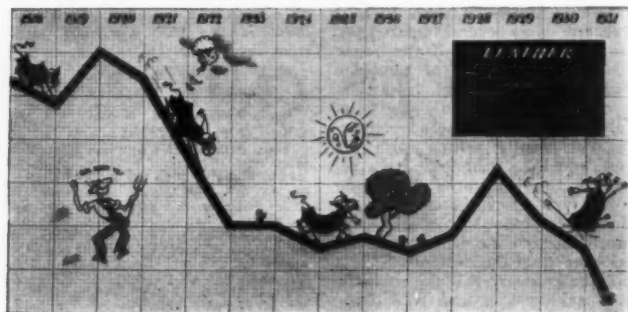
A. J. Chase with Brockton, Mass., "Times"

Arthur J. Chase, for many years manager of wholesale distribution of the George E. Keith Company, Brockton, Mass., Walk-Over shoes, has been appointed managing editor of the Brockton Times.

Appoints Tomaschke-Elliott

The California Silver Cotton Company, Berkeley, Calif., maker of a chemically treated cotton for polishing silver, has appointed Tomaschke-Elliott, Inc., Oakland, Calif., advertising agency, to direct its advertising account.

Cows, Capitalists and Statistics



A WINDOW display featuring a graph of the rise and fall of silk prices wouldn't be expected to draw much of a crowd. Yet it has been difficult to get near the R. H. Macy & Co., windows in New York in which are displayed graphs of commodity prices, silk prices and leather prices.

But these are not ordinary charts. The familiar rising and falling lines with the years indicated at the top are there, but in addition, there are humorous, interesting drawings. On the commodity chart, a corpulent capitalist climbs perspiring up the

peaks and coasts sickeningly down into the hollows. On the silk chart, a silk worm creeps up and down, thumbing his nose in one part, but rolling down hill in confusion at the end of his journey. The leather chart is reproduced above. The cow is having a hard time of it in 1931.

The antics of the capitalist, the silk worm and the cow tell the story of falling prices dramatically and help Macy to tell the public why it has been able to lower its prices so drastically this year. These charts are being used for the Macy Depression Sale.



Still Has Faith

EVERY year Sir Charles Higham makes a pilgrimage to the United States. He executes business for his clients, he learns first hand about new developments in American advertising, he ad-

resses advertising bodies and gives them the benefit of his observations on many subjects—advertising, social, economic and international. This year he comes as Great Britain's delegate to the

advertising convention. In a radio speech, Sir Charles describes himself as a "British optimist," declaring all pessimists an international menace who should be "put on the spot."

He reaffirms his faith in advertising, stating "Advertising has made commerce honest because it does not pay to advertise bad goods, and advertising is the cheapest form of selling."

"I like your country," said Sir Charles. "I am a veteran of the Spanish-American War and I don't like those who cry down America. . . . You live in a great country and you must all do your bit to make her prosperous again."



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Two Advertisements in "Old Gold" Time

KEEP KISSABLE

... WITH
BUDD DUALS



KEEP KISSABLE

in 1931-32!



HERE'S HOW TO GET THE
SMACKERS NEXT SEASON!

30 STAR PICTURES

MARION DAVIES (C)
NORMA SHEARER (C)
GRETA GARBO (C)
JOAN CRAWFORD (C)
JOHN GILBERT (C)
WILLIAM HAINES (C)
CLUSTER KLETON (C)
ROSE HUNTINGTON (C)
BARBARA HENNING (C)
WALLACE BERRY (C)
LAWRENCE TIERNEY (C)

13 EXCEPTIONAL PICTURES

ALFRED HITCHCOCK
THE CHRISTIAN
BOARDING SCHOOL
THE AWAKED-SHO
NIGHT COLLECT
RED HEADED WOMAN
BILLYE VA. BRIDGES
AFTER ALL
ARLENE LLOYD
THREE WISE GUYS
CURLY HANDE

IF imitation is the sincerest form of flattery, the originators of the Old Gold "Keep Kissable" campaign should blush modestly at the compliment presented by the above two advertisements.

The first one implies that if the hairy ape in the illustration drove a truck equipped with Budd Dual wheels he would probably be in a more kissable state than he is pictured.

There may be some who will doubt whether this cross between a gorilla and a member of the marines could "keep kissable" even with Budd Duals, since it is doubtful if he was ever kissable.

The copy has a touch of humor too:

"Budd Duals were created to give you pocket-ease . . . as well as give you sweeter rolling wheels. But the makers also considered your back, your knees, your trusting map, your social standing as well as your purse!

"They created a really wobble-proof dual set-up . . . free from those insidious shimmys that burn up cords—breed blowouts like

rabbits—and so yank you down into the gutter again and again to beat your wings silly against frozen rims. No longer need hub-grease make your loved ones shun you as they would the installment collector. No longer need sunset catch you bearing a striking resemblance to something found under a damp log!

" . . . The mileages they deliver will be like balm to your bleeding bank balance. And they'll also prevent your being booed from drawing rooms for looking as though you'd just been pulled through a ripe, old meerschaum pipe!"

"Not a shimmy in a shipful" sustains the burlesque to a delightful finish.

Advertisement number two has Metro-Goldwyn-Mayer suggesting to the motion picture theater owners that one way to "keep kissable" with Miss Prosperity in 1931-32 is to book a select list of their productions. "Here's how to get the smackers next season," as a headline, however, lets one down with a sudden bump after the airy grace of the Budd dual copy.

Sees Seagoing Sample in a New Light

CHICAGO

Editor of PRINTERS' INK:

Here is the disillusioned reaction of one of your earnest students, who had read with glee the article by Aesop Glin, "How Big a Sample?" in PRINTERS' INK of May 7.

With childlike enthusiasm I had gone home and poured the engaging tale of the Cunard experiment into the ears of the other feminine member of the household. I had thought what an excellent way this would be to test out the enjoyment one might derive from a sea voyage, with longer trips in sight over the horizon.

Yes—well.

Comes the Chicago Tribune this morning, with its blatant news headline: "Liner Returns from Its First Alcohol holiday." Clever, isn't it? Wonderful business-getter, for the Cunard line, who after all, might just possibly be interested in picking up a few dollars now and then from people who are not booze hounds.

Looking at it just from this angle, you wonder why nothing but the liquor angle can prevail in the minds of some supposedly hard-headed business organizations. Not being one of the people who think we can all get rich taking in one another's washing, I can't get hold of the theory that we can all become happy and prosperous selling liquor to each other. And I'm not talking about prohibition when I say this. I thought of the Cunard people as striking out in a big, unique way that would result in more business for themselves in a time of depression and in some mighty happy vacation plans for their patrons. Apparently I was all wrong and it is just one more big cocktail party.

GENE MCCAIG.

Salisbury, N. C., Agencies Merge

The J. Carson Brantley Advertising Agency, Salisbury, N. C., has acquired the advertising business conducted by Richard Henderson, also of that city. Mr. Henderson becomes a principal of the Brantley agency, heading a new department for industrial accounts.

Appoint Frank B. White Agency

The Illinois Wire & Manufacturing Company, Joliet, Ill., and the Man Builders, Inc., Milwaukee, have appointed the Frank B. White Company, Chicago advertising agency, to direct their advertising accounts.

With Herbert Chase Staff

Robert A. Cremins has joined the sales staff of the Herbert Chase Organization, advertising artists, New York. He was formerly with the William Becker Studios of that city.

"Oh, Susanna" Goes on the List

PENNSYLVANIA REFINING COMPANY
BUTLER, PA.

Editor of PRINTERS' INK:

I notice in the May 14 issue of PRINTERS' INK, you show a list of radio advertisers' theme songs. I would like to have you include the Pennsylvania Refining Company's theme song in their Penn-Drake Lubricator's Review Program. This theme song or signature is, "Oh, Susanna." We have used it constantly now for one year.

A. B. WEINGARD,
Vice-president.

T. E. Stokes Has Own Business

Thornton E. Stokes has organized an advertising business under his own name at Kokomo, Ind. He has been vice-president and manager of the Kokomo office of the R. F. Walker Advertising Agency, Chicago.

To Direct Miller-Riley Oil Sales

H. S. Hallwood, formerly president and general manager of the Capital City Oil Company, Columbus, Ohio, has been appointed sales manager of the Miller-Riley Oil Company, of that city.

Appoints Keelor & Stites

The Ohio Art Bronze Industries, Cincinnati, bronze tablets and ornamental work, have appointed The Keelor & Stites Company, advertising agency of that city, to direct their advertising account. Business papers and direct mail will be used.

Joins Philadelphia Printer

R. E. MacIntyre, formerly production manager of McKee & Albright, Philadelphia advertising agency, has joined the sales staff of the Lasher Printing Company, of that city.

Has Investment Trust Account

The advertising account of the Century Securities Corporation, Chicago, national wholesale distributors for First Diversified Bond Trust participating certificates, has been placed with Albert Frank & Company, Chicago.

Advanced by Boeing Airplane

R. E. Johnson, formerly assistant advertising and publicity director of the Boeing Airplane Company, Seattle, and affiliated organizations, has been made advertising and publicity director.

Elwood E. Oplinger has resigned as sales promotion and advertising manager of the Rusk-Lehigh Oil Corporation, Allentown, Pa., effective June 15.

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which parallels your own jobbers' selling
routes in the 22 wealthiest farming states.



a beautifully printed magazine edited for the
wives of outstandingly successful
farm operators



THE IRON AGE *published too often*

YOU MIGHT AS WELL MAKE THE
NEW YORK TIMES A WEEKLY **for..**

It's **NEWS** *that always*

**EDITORIAL**

The Iron Age is 1/3 new

News is not filed away unheeded. It's the vital element in every publication, whether magazine, newspaper or business paper.

What's new? That's why the key men in the metal working industry read *The Iron Age*. For *The Iron Age* brings them thirty pages of fresh, interesting news in every issue.

Can these men wait a month to know the basic trends in manufacturing? Will their sales managers wait a month to find out what new equipment projects are under way?

Of course, not. Like the broker with his stock ticker, they want news of America's basic Industry fresh every week.

And, like all busy men, their time is money. They find it no time to keep abreast of events by reading *The Iron Age* each week rather than to glean the same information piecemeal from the many special field publications. In *The Iron Age* they find *all* the news. But they find more.

A.B.C.

THE IRON AGE "The

Division of Un

MANAGEMENT - PRODUCTION - PROCESSING

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THE
for..

always preferred attention



EDITORIAL

1/3 new Iron Age is 2/3 technical

ement in es is the motive that secures reader attention fresh every issue.
s paper. It's as true of The Iron Age as it is of The New York Times.
working in there is other information that The Iron Age readers value and
hem thirty the Iron Age is 2/3 technical. Here key men find news of new
rials, new processes, new methods and new equipment.
essful executives must keep up-to-date. They must know what is
g on not only in markets but also in technical improvement.
again The Iron Age serves them all as it stimulates interest in
technical progress. The Iron Age serves its advertisers too, for
issue contains not only news of markets and news of improved
hods requiring new machinery and equipment, but IN THE
VERTISING PAGES *NEWS* of where and how to get the
lies, equipment and materials that are referred to in the news
technical columns.
ished too often? No! say 14,183 subscribers, 80% of whom
w year after year at \$6.00 each. Why? It's *NEWS* that makes
Iron Age The Preferred Publication.

"The Preferred Publication"

A. D. P.

on of Un... Publishers, Inc.

PROCESS - SIGN - NEWS - MARKETS - DISTRIBUTION

Place ▲ ▲ ▲

An Ad That Moves . . .

An Ad That Shows Your Product In Full Color . . .

An Ad That Is Brightly Illuminated . . .

2' 5" from the eyes of 160,000
well-to-do Prospects every day

160,000 well-to-do people ride Parmelee taxicabs every day in New York. They're not the money hoarding type or they'd ride the subways and pay a nickel instead of meter fare plus a tip.

During their rides (which average 2 miles), these money spending passengers now twiddle their thumbs—news-paper reading being out of the question.

On and after November 1st, 1931, these 160,000 daily riders of Parmelee Cabs will have something better to do, for three feet from their eyes, there will be shown in an illuminated theatre, a moving, attention compelling show.

To the men and women seated in these cabs the lighted advertisements will be irresistible.

Consequently your advertisement placed on this lighted stage must be seen by every one of the 160,000 daily Parmelee Cab riders.

And the cost of placing your advertisement before 160,000 well-to-do cab passengers will be less than 1/7 of a cent per taxicab rider reached.

What other medium offering only partial reader attention in place of our 100% reader interest is comparable in cost?

The Norbert Felix plan presents your advertisement—

1. Close to the rider instead of the driver.
2. Inside the cab compartment where fog, rain or dirty glass can't obstruct the view.
3. In a single, undivided, uncut and undefaced unit.
4. Within three feet of the eyes of the prospect.
5. Under a spotlight which makes your message the only bright spot in the passenger compartment.

* * *

Take the Most Interesting Taxi Ride of Your Life at Our Expense

We will gladly send a Parmelee Cab equipped with our advertising mechanism on call to any New York executive who writes to us on his letterhead, or who calls us during the business day. The cab will be driven by a licensed expert chauffeur.

In this manner, any executive wishing to see a practical demonstration of the Norbert Felix advertising plan can do so without annoying solicitation, while traveling from his office to a business appointment, or to his home, to lunch, or to the theatre.

While we would rather have interested advertisers see the Norbert-Felix plan demonstrated under actual cab conditions, we will gladly furnish full information about the plan and its costs on request.

Advertising agents and advertisers who are interested may secure full information by writing

NORBERT FELIX, INC.

325 West 41st Street

New York City

June 18, 1931

Advertising's Lunatic Fringe

Questionable Advertising Practices Threaten Advertising's Sharp Edge

By C. M. Chester, Jr.

President, General Foods Corporation

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MAINTAINING dividends is a need facing every manufacturer today. And advertising, with its function of aiding in the sale of goods, is being called upon today more than ever to play a prominent part in achieving this goal.

There is a possibility, however, that the normal sound judgment and vision of some manufacturers are distorted by the stress of the times. In a few cases they seem to be lowering advertising and other business standards in their scramble to capture the consumer's dollar—yes, the consumer's nickel and penny.

Resorting to expediencies in advertising—exaggerated claims, fire-sale copy, attacks on competition, and many other questionable practices which border on, or fall into, the classification of unethical business conduct—may help stay the tide for the moment. But the hurt done to advertising as a whole and to the prestige of the organization sponsoring such drastic measures cannot be offset by any immediate improvement in sales volume so gained.

There is no real occasion at any time to weaken the public's confidence in advertising, or to sanction programs for which we shall repent in the era of prosperity that we know will come. In advertising, as in all other departments of business, there is a clear demand for balance and a sane conception of the problems at hand and of the ways to attack them.

If advertising is to continue to be as useful today and in the future as it has been in the past, the advertiser must be vigilant in keeping advertising's sharp edge from being dulled. Advertising is productive only in direct propor-

tion to the confidence the public feels in advertised claims. Without such confidence the wastes of advertising will increase, and its proved power to aid the manufacturer, the distributor and the consumer will be weakened.

If a manufacturer hires a salesman who, through extravagance of statement, through exhibition of bad taste, or for any other cause, loses the confidence of his customers, that salesman ceases to be valuable to his employer. If advertising in a sufficient number of spectacular cases ceases to be credible to the public, advertising as a stimulus in the distribution of goods will gradually become less of a force in the hands of many manufacturers.

I believe, therefore, that no one manufacturer has the right to participate in advertising that will tend to tear down this structure that has made almost untold contributions to American business. The responsibility of the manufacturer to keep advertising believable and worthy of confidence need not be considered on moral grounds alone. The long-range interest of the manufacturer should be sufficient argument.

Truth-telling in advertising means that when the field of science, for instance, is invoked, the science shall be such that it will satisfy scientists and not merely copy writers. Advertising, actually based on the findings of science, calls for more than a glamorous picture of a scholarly appearing, gray-haired gentleman steadfastly gazing into a microscope in the "laboratory" of a commercial photographer.

I believe truth in advertising means that when testimonials are publicized they shall be endorsements of people who have actually used and approved the merchandise to which they lend their names. I make this statement

From a speech delivered at New York, this week, before the annual convention of the Advertising Federation of America.

even though I am fully aware that ostracizing the spurious endorsement might add slightly to the ranks of the unemployed. But the loss suffered by purveyors of famous names and by professional endorsers, would be inconsequential compared to the benefits gained by advertising generally.

Truth in advertising means, I believe, a keen desire on the part of advertisers and agencies to scrutinize every statement made, from an objective point of view. Let us be more critical of our own claims than anyone else could possibly be. If the claims that are made for products are in each instance subjected to every test that ingenuity can devise to determine their validity before they are presented to the public, advertisers will have done much to insure continuing confidence in advertising and advertised goods.

In the second place, I believe that the advertiser will do well to submit his announcements always to the test of good taste. Good taste may be considered as a matter of personal opinion, yet there are certain established tenets that the conscientious advertiser and his skilled advisors can well apply to all publicity. It is reasonably easy to predetermine what might shock the eye or ear. Advertising can quickly lose in public confidence if its practitioners do not have due regard for the sensibilities of their audience.

In the third place, the manufacturer very definitely owes to advertising the responsibility of making it interesting, in content, in format. The public surveys advertising and accepts it usually today not only because it contains merchandising news of value, but because the advertising pages of publications have, in most instances, been in themselves readable and attractive. The dull and the dreary have no more place in advertising than the dishonest.

In the fourth place, advertising, chiefly for its own good, should be fair to competition. Competitive unfairness in advertising perhaps may have little influence on public confidence. It is, however,

one of those things which is likely to place advertising under the spotlight of those whose duty it is to keep free the channels of trade and to enforce the opinions of the public conscience as it pertains to competitive business practice.

The manufacturer who enjoins his salesmen to talk only about his own products, might well apply this same fair point of view to his advertising. If advertisers will insist that their copy contain only statements about their merchandise, without reference by word or implication to competition, advertising will grow in usefulness and the threat of outside interference will disappear.

National Tube Elects J. J. Kennedy

J. J. Kennedy has been elected vice president in charge of sales for the National Tube Company, Pittsburgh. He succeeds John H. Nicholson, who has retired. D. H. Ramsbottom succeeds Mr. Kennedy as general sales manager. Homer C. Gerwig and W. F. McConnor have been appointed assistant general managers of sales and James B. Graham has been transferred from the position of superintendent of field work and inspection to the general sales department in charge of field work.

Now with Russell C. Comer Agency

Stanley H. Jack is now with the Russell C. Comer Advertising Company, Kansas City. He was formerly with Loomis, Baxter, Davis & Whalen, advertising agency, and previously conducted an advertising business under his own name at Omaha, Nebr.

Now with Buenos Aires Office of J. Walter Thompson

Harry Hult, former art director with the J. Walter Thompson Company, New York, is now with the Buenos Aires office of that agency. Mr. Hult has also been with the Australian and New Zealand, as well as European offices, of the Thompson agency.

Appoints Moon Agency

The Bennington Wax Paper Company, Bennington, Vt., has appointed The Byron G. Moon Company, Inc., Troy, N. Y., advertising agency, to direct its advertising account.

Appoints Procter & Collier

The Andrews Steel Company, Newport, Ky., has placed its advertising account with The Procter & Collier Company, Cincinnati advertising agency.

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which is likely under the spot use duty it is in the channels of trade. The opinions of the salesmen as to its pertinence to the business practice, who enjoy only about half the well applied view of the advertisers will contain only their merchandise by word of mouth, and in usefulness outside inter-

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Making the Sales Promotion Dollar Go Farther

How One Sales Manager Is Turning Salesmen's Alibis into More Effective Direct Mail

By Roy Dickinson

WHEN the sales manager of a staple line sold through department stores and local specialty shops went to the president of his company a few months ago to get money for a spring and summer sales promotion campaign, he had this sort of proposition put up to him:

"We are cutting down on expenses," said the president, "but not on productive expenses. We are giving up three expensive branch offices that never paid their way. We are saving rent in several others by less space and cheaper locations. We are not cutting salaries of good men but we are dropping dead wood. Everybody has got to produce and that goes for our advertising and sales promotion. We are concentrating our advertising in proved places. We are cutting out fancy frills and expenses all around. Show me that you are going to make this sales promotion produce and you'll get your money. You have got to make every dollar go farther than it ever did before."

The plan the sales manager was going to present consisted of a series of illustrated letters, the usual three broadsides, a spring supplement to the catalog and other direct-mail pieces.

The president's statement made the sales manager reconsider his plan more carefully. How he was going to prove results in advance, he didn't know. But he did know he was going to have to produce more than just another general sales promotion plan. He went first to the cabinet in which the little green slips are filed that show results of salesmen's calls and took home with him "darn near a suitcase full." Among the things each salesman had been asked to report on each slip was "present reason for not buying."

Some of the men had been in the

habit of reporting rather fully on this, including their replies and arguments. Reading over several hundred at a sitting, the sales manager realized that they sounded like highly imaginative alibis. Some reasons for not buying called for so obvious a reply that on a Saturday evening the sales manager began to list the ten objections which recurred most often and his own best answer to each one. He told me he didn't finish his job until he heard the milkman outside, but he felt on Monday morning, after some further work, that a real start had been made in the one place it should be made, to make a sales promotion dollar do 100 cents' worth of work. He had also started a way for each salesman to cut down on the time he had to spend on paper work.

His next job was to give to each of the ten most common sales objections a number symbol thus (7). If the prospect told the salesman that he was not yet ready but would probably be placing his order in three weeks the symbol W meant "write letter."

A Symbol for Each Piece

The next step was to christen the twenty-six pieces of printed matter that had been planned with other simple symbols. In this process eight were eliminated and two special booklets (S.B.1 and S.B.2) were planned to take the place of two eliminated pieces. The subjects of these two new booklets resulted from a study of the salesmen's reports.

A letter to all salesmen was prepared explaining the plan. A card enclosure was laid out on which all ten reasons were listed with their code numbers and the further code numbers added, the latter giving in symbol form methods to be used by the home office in follow-

ing up prospects, such as catalog supplement, complete series of letters, special booklets, three broad-sides.

To be printed on the other side of the card enclosure the sales manager had prepared a statement. With his plan completely worked out he went again to the front office for his money.

On this second visit he received a better reception. He had produced a simpler way for salesmen to report and a way of tying up the sales promotion more closely with each prospect's objection.

It was on the printed card enclosure that the change came before the expenditure was finally okayed.

It had been written in gentle form. There were the ten most common sales objections neatly listed on one side and below each one the suggested answer written by the sales manager. The president wrote for his own signature on the reverse side:

These are no days for easy alibis.
We all know the usual excuses.
They are listed with common sense answers.

Some of them may be legitimate reasons.

Many times they will be the typical buyer's excuse to get rid of you.

Save time in making out reports by using the symbol.

Spend more time in the presence of the prospect.

Many of these buyers' reasons you will be able to overcome with your knowledge of the individual, his local conditions and our merchandise as a profit maker.

When it is necessary for you to report on a prospect with one of the ten objections we here are all sure you are doing everything in your power to overcome the state of mind about which you report. From us you have a right to expect help in your sales problems, ideas and a sales promotion plan which meets your needs.

We are ready to help.

Report promptly.

Expect prompt co-operation from us.

It is the first message to salesmen, the sales manager tells me, that the president of the company has signed personally in ten years.

It is too early yet to tell how well the new plan will work out in actual increased sales, for the mail-

ing pieces started out only a few weeks ago.

One thing which has already been accomplished is an increase in the number of calls made per sales man and this took place soon after the letter and the card were received by the men.

Whether it was the message of the company's president, listing all the excuses, or the increased morale that came as the result of the knowledge they were going to get real sales promotion help is a debatable point, but the calls did increase appreciably and quickly.

"I have an idea," the sales manager told me just before I left his office, "that the old man held up my money for a few days in the first place to make me do a more thorough job. All of our mailing pieces and our coming newspaper advertising are going to have a different copy slant as the result of the work he made me do to sell him. And the way some sales forces are feeling now I think it is a swell idea for the president to sign a personal message to them if it's only to tell them their jobs are safe till fall, or even to demand that they do more work. Anything, almost, so long as the chief's name is on it, especially if they haven't heard from him in some time. We are going to spend more money between now and fall for sales promotion and advertising than we have for the last five years in the summer months, but I would have been out of luck if I'd just asked for money for the same old stuff."

Nothing very new or startling about listing objections, making advertising copy tie up more closely with actual sales problems, planning promotion to meet selling objections and simplifying reports. It has all been done before and it has usually been successful.

Now is a good time, it would seem, to look into this one tried and proved way of making the sales promotion dollar go farther.

New Account for Rankin

The Swedish Produce Company, Chicago, Castle Health Bread, has appointed the office at that city of the Wm. H. Rankin Company, Inc., advertising agency, to direct its advertising account.

Which do you want

COVERAGE



or LEVERAGE?

COVERAGE statistics for any advertising medium are of interest only as an indication of the extensiveness of its influence. They give little or no clue to the intensiveness of its influence. For coverage alone does not produce leverage. And many millions of advertising dollars buy coverage that unfortunately produces little or no leverage.

The leverage that pulls your consumer's dollar out of the pocketbook and makes it buy what you are advertising is the only tangible result of your advertising effort. If your advertising doesn't produce sales, why advertise?

This question, all too infrequently asked in the past, is making shrewd advertisers look not only for the influence of their advertising, but for the effect of that influence. Not only for coverage, but for leverage as well.

And they find that leverage when they use Criterion Service. Criterion Service is a reminder at or near the point of sale. Eight feet high, four feet wide, in full color, it tells the consumer to buy your product when and where buying is uppermost in the consumer's mind. When and where buying is most convenient.

It tells this story continuously, with no editorial or entertainment features to claim first or exclusive attention; with no competing advertising of comparable size or dominance to dispute its power.

That's why Criterion Service sells Camay Soap and Heinz 57 Varieties and Wrigley's Chewing Gum and Wesson Oil and Camels and Victor-Radio and Coca-Cola and Chase & Sanborn Coffee and CN and Oxydol and Hecker's Flour and Ward's Bread and hundreds of other products and services.

And that's why the advertisers of these products use Criterion Service year after year, from coast to coast and far into the Dominion of Canada.

That's why, if you want leverage as well as coverage, you ought to acquaint yourself with Criterion Service.

CRITERION SERVICE

Nation-wide Three-Sheet Posting in Home Shopping Neighborhoods

CHICAGO

420 Lexington Avenue, New York

CLEVELAND

BOSTON

PHILADELPHIA

SAN FRANCISCO

ST. LOUIS

TORONTO

Three Advertisements That Did

One of These Brought 1,100 Coupons to the Advertiser, 500 of Which Were Turned Directly into Sales

By Aesop Glim

WHEN an advertisement produces \$25,000 worth of directly traceable sales, we have evidence of an advertisement that "did."

(For the benefit of those in the back of the hall, a number of my recent diatribes have dealt with "Advertisements That Did." And in case you have missed the tenor of my ways, "did" implies that these advertisements *advertised*—as distinguished from those which merely won beauty contests, for example.)

Don M. Julien, advertising manager of the Graybar Electric Company, submits the advertisement reproduced herewith for our consideration today. Mr. Julien says:

"The results from the Graybar Stimulator advertisement represent a combination of circumstances: first, the interest in stimulators was then at its height; second, there was a good machine priced advantageously; third, there was an effective advertisement.

"Undoubtedly no one factor without the others would have produced the quite phenomenal result of 1,100 coupons on an item selling above \$50; nor could we have achieved the even more remarkable circumstance of having turned the 1,100 coupons directly into more than 500 sales, totaling over \$25,000.

"Purely from the creative point of view, it is important to note that the theme selected was one to which everybody might have been expected to respond, and that that theme was handled in a highly

restrained, but most effective manner by the photographer. To this last I attribute much of the influence of the advertisement as a whole."

With Old Aesop Glim's thorough

Graybar
STIMULATOR

At a LOW PRICE
... a quality exerciser

EXERCISE ...
at the snap of a switch

remarkable low price \$59.50
and the Graybar at six speeds

MAIL THIS COUPON
for complete details

NAME _____
ADDRESS _____
CITY _____ STATE _____
ZIP _____

understanding of the Law of Averages I can safely amplify Mr. Julien's statement by saying that there was an additional volume of sales *not directly traceable*—which materially increases the high score achieved by this advertisement.

And secondly, that whenever 50 per cent of the coupon requests are turned into sales, you have copy which was *accurately* written. This copy obviously struck the happy medium between false restraint and overselling.

In accounting for the unusual success of this advertisement, please notice that Mr. Julien cites "a combination of circumstances." And the first of these was that an inter-

endorsement of milk in general. Undoubtedly the prestige of Sheffield milk did not suffer by that advertisement.

"The advertisement 'Mrs. Brown has three children . . . a boy, a girl and a husband is calculated to appeal to both the man and wife and to induce the wife to serve milk to her husband as she would to her other children."

"Did these two specific advertisements produce results? it may be asked. As two of a series, they may be said to have helped pave the way for Sheffield milk salesmen in a series of campaigns in city and suburban areas whose effectiveness can be gauged best by this fact: More persons than ever before in both New York City and its suburban areas, including all of Long Island, most of Westchester County and Northern New Jersey are receiving Sheffield milk in their homes."

I have only one quarrel with Mr. Van Bommel's statement—and that is on the question as to whether this is institutional copy. So far as I am concerned, this copy sells Sheffield Farms milk and sells it hard. The copy is astoundingly simple—and correspondingly powerful. By the time you have read a piece through, you are convinced there is no other milk worth drinking. It is my belief that this advertising sells milk and that the milk (plus the delivery service) will sell the Institution.

Perhaps I can illustrate my point by analogy—in another field.

The name Packard undoubtedly sells automobiles today. The name itself now has high prestige and institutional value. My contention, however, is that this value was built through the delivery of automobiles—a great many automobiles—which stood up and performed and gave dollars-and-cents value. I do not believe that any institu-

tional copy ever did this for Packard. I doubt whether Packard copy—during the building years—ever attempted to sell anything *except* automobiles.



MRS. BROWN HAS THREE CHILDREN

... a boy, a girl
and a husband

Keep the man to the man she has to make the man. In spite of their size, they have loads of men and still small boys in some cases. What else are you looking for?

The 33 every woman knows, the thing they all have trouble to do with the way they eat, at home and at work. When a man has been conditioned to eat by an unbalanced diet with the fat and the mineral-rich the

In making up your own family recipe, consider you the author of some of the world's greatest contributions. They agree that the recipes which should be most treasured are

THREE CHILDREN

husband

band
body vegetables, and fruits, and more with.
There have discovered this: the machine
the machine elements that is many the
body. It is built and made the body. In

Sheffield

2, DIVISION OF

Sheffield Farms Milk

224 West 57th Street, New York
Telephone CHelsea 9-9000, or your local National Branch

Please notice the headlines on these two Sheffield advertisements. "Thomas A. Edison drinks milk." "Mrs. Brown has three children." And from start to finish the copy in each advertisement is as startlingly simple as are these headlines. The copy writer's own unostentatious sincerity is largely responsible for the conviction that Sheffield Farms milk is the kind you want to buy for your home.

C. B. Witt with Bauerlein

Currie B. Witt, formerly with the New York office of Lord & Thomas and Logan, Inc., and the General Electric Company, has joined the staff of Bauerlein, Inc., New Orleans advertising agency, as an account executive.

Appoints Crawford-Harris

The Western Empire Life Assurance Company, Winnipeg, Man., has appointed Crawford-Harris, Ltd., advertising agency of that city, to direct its advertising account. Newspapers will be used.

Hindley Gear Appoints Ayer

The Hindley Gear Company, Philadelphia, has appointed N. W. Ayer & Son, Inc., as advertising counsel.

this for Packard copy
Packard copy
g years—ever
thing except



with its own distinctive flavor
and taste, that stimulates a desire
for it. In fact, it is a most
valuable food for infants and
children. It is also a most
valuable food for the sick and
convalescent. It is a most
valuable food for the aged and
invalid. It is a most valuable
food for the whole family.

Borden's Malted Milk
Borden's Malted Milk
Borden's Malted Milk

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ints Ayer
pany, Phila-
W. Ayer &
unsel.

**You can't talk
your wares to
only 290,094 in
Omaha and Lincoln
and expect to be
heard the entire
length of Nebraska.
Rather your sales messages
require amplification
to the 623,266
constituting Nebraska's Agropolis
—its great
small-town-rural
market, dominantly covered
with one medium.**

In Nebraska No List is Complete Without

**The
NEBRASKA FARMER
LINCOLN NEBRASKA**

NEW YORK—Wallace C. Richardson, Inc.,
Eastern Managers, 250 Park Ave.
CHICAGO—Standard Farm Papers, Inc., C. L.
Burlingham, Western Manager, 400 West
Madison Street.
SAN FRANCISCO—Edward S. Townsend Com-
pany, Hearst Building.

Omaha

Lincoln

Can We Sell Both Jobber and Large Retailer?

Undesirable Conditions in Furniture Distribution and What They Teach Merchandisers in Other Lines

Editor of PRINTERS' INK:

We are interested in learning what the general practice is, if any, in allowing trade discounts, particularly among furniture and hardware dealers. Our program is largely one of allowing a jobber discount to the jobber, of course, and naming the dealer an f.o.b. factory discount that would be about the same as he would get from the jobber. Many dealers, notably furniture, resent the 20 per cent to 25 per cent differential.

Then, too, many of them claim they do not need the jobber—a story with which we all are familiar. Do your experiences and data available indicate that there is any definite trend to allow the dealer a longer discount, graduated according to the volume placed, and, thereby take away some of the jobber's margin?

THERE seems to be no accepted basis of dealing between manufacturers and distributors of furniture, regardless of whether the latter are wholesalers or retailers. Each manufacturer seems to have his own basis, and that basis is extremely flexible; it can be made to apply to the exigencies of almost any sort of transaction.

This perhaps explains why the average furniture manufacturer begs to be excused when asked to discuss his discount plans. Some of them indeed admit that they themselves do not really know what policy, if any, guides them in this respect; the discounts they give to one dealer may have no bearing at all on what they do for another.

We can sympathize thoroughly with our correspondent in his suggestion that many furniture retailers resent the differential that is given the jobber. They certainly do resent it. And what is more, they translate their resentment into positive action; they force the manufacturer to see things their way and are able practically to write their own tickets.

During the last ten years or so, the biggest discounts in the furni-

ture business have been received by the large department stores on quantity purchases and close-outs. The strange thing about this is that these department stores distribute less than one-quarter of the annual output of furniture; even so, they have thus far been able substantially to set the prices they pay to producers. Lately, the buying syndicates of furniture retailers have been outdoing even the department stores. They tell the manufacturer what they will pay, and he can take it or leave it.

Furniture manufacturers have yielded to this sort of thing so long that the jobber has now become almost a negligible element in distribution. He has been a diminishing factor ever since we knew anything about the furniture business, until now his total distribution is only from 5 to 10 per cent of the annual output. In the neighborhood of 70 per cent of all furniture made is distributed from the factory direct to dealers other than department stores. Department store distribution, we should say, is from 20 to 25 per cent of the total.

It is superfluous to remark that a manufacturer, regardless of what he makes, is in a sorry plight if and when he has relatively nothing to say about the price he gets for his goods. This is just the fix that many furniture manufacturers are in today. We are not attempting to write a general prescription for the cure of their ailments. But we do think the development of the jobber as a means of catering profitably to the small-town trade will be at least the beginning of a more common-sense and economic situation for the furniture industry.

The jobber's future in the furniture business lies in two directions; with manufacturers who lack adequate selling machinery to reach the retailers out in the high-

ways and hedges, and with rural dealers whom the furniture manufacturer cannot profitably sell.

Considering the whole subject of discounts in a broad way, it is obvious that certain large retail outlets have a right to expect to buy furniture and hardware at a price at or near that paid by the jobber. But the manufacturer makes a serious mistake when he allows himself to be jockeyed into a position where the jobber gets the raw end of the deal, thereby jeopardizing the manufacturer's outlet in the small store.

Selling both jobber and large retailer is being worked out pretty well in the hardware business, where the jobber is still a recognized factor in the distribution scheme. Here is one specific instance where the dual system of distribution works out satisfactorily. A certain retail distributor who operates nine stores in New England buys a hardware item from the manufacturer at the same discount given to a jobber in that territory. He gets the discount because he has been able to convince the manufacturer that he will act squarely; that he will not utilize his price advantage to demoralize trade conditions in the area. The manufacturer in question treats each case of this kind individually. If he thinks that a retailer with a large outlet would cut prices and thus cause trouble between the jobber and his customers, the discount is not given.

The whole problem of distribution either in the furniture or hardware field works down to the simple thesis that the manufacturer has got to be able to run his own business. He must be in a strong enough position to dictate his selling policies and discounts. If he submits to the rule either of the jobber or the dealer, he is storing up trouble for himself—the kind of trouble that is now bothering so many furniture producers.—[Ed. PRINTERS' INK.]

Represents Radio Service

Frank Corwin has been made Northwestern representative, with headquarters at Seattle, of Famous Artists of the Air, Inc., New York.

"Square Deal" Powning Is Dead

Pioneer in advertising, specialist in direct mail, was George G. Powning, who died recently at New Haven, Conn., in his eightieth year. During his long career he engaged in some of the biggest fights which the Government has had with users and promoters of direct-mail advertising and selling.

Mr. Powning played an important role in getting W. F. Young started in marketing Absorbine, Jr. Born on the Isle of Man, Mr. Powning's Welsh heritage won for him the title of "Square Deal" Powning. "He was square as a die," in the words of one publisher, who added, "Powning insisted that publishers perform every letter of their contract, everything had to be delivered to the advertiser that was his, but, at the same time, Powning insisted just as strongly that the publisher be paid promptly and fully."

George G. Powning, Inc., under which name the agency is conducted, is located at New Haven, where it will continue under the direction of William G. Powning, a son who has long been engaged in the business with his father. Powning senior never had a private office. This policy was in keeping with his direct, simple ways of doing business. It was his belief that any man who was good enough to travel to his office to see him, was good enough to be seen.

M. H. Romig Joins Leonard Refrigerator

Max H. Romig has been appointed assistant advertising manager of the Leonard Refrigerator Company, Detroit. He was formerly advertising manager of the Velie Motors Corporation, Moline, Ill., and later was with the Free Sewing Machine Company, Rockford, Ill., as advertising manager.

Joins Hirsch-Weis

Ernest Gerber, formerly with the Arcady Press, Portland, Oreg., and with the sales department of the Union Lithograph Company, Los Angeles, has joined the Hirsch-Weis Manufacturing Company, Portland, sports wear and accessories, as advertising and promotion manager.

Appoints Moser & Cotins, Brown & Lyon

The Locktite Company, Inc., Gloversville, N. Y., has appointed Moser & Cotins, Brown & Lyon, Inc., advertising agency of New York and Utica, N. Y., to direct its advertising account.

Has Own Business at San Antonio

Bernard M. Brooks has opened an advertising business at San Antonio, Texas, under his own name. Offices are located in the Newton Building.

Selling Pride of *First* Ownership

How Sentiment Is Being Made the Basis of a Trade-Mark for Diamonds

EVERYBODY knows that there is no depreciation, no decay or wear to a diamond. Unless you take a hammer and smash it, a diamond goes on for years. The great majority of stones are sooner or later either lost, sold or stolen. Naturally this involves a never-ending, ever-changing ownership, good and bad. Accordingly, as the sale of diamonds increases year by year, the percentage of second-hand stones on the market increases proportionately, many of them going through the regular legitimate channels again and again.

In 1921 the C. A. Kiger Company, of St. Louis, wholesaler, hit upon the term "Virgin Diamonds" to distinguish those stones which never before have been owned or worn from the second-hand diamonds of dubious past ownership and associations. While a Virgin Diamond is, intrinsically of the same value as a second-hand stone, it does, the Kiger company feels, have a far greater sentimental value as the great majority of diamond sales are engagement rings which are bought at a time when sentiment is an important factor.

When the term was originated, however, no great importance was laid on it and no particular attempt to merchandise it was made. The idea, however, appealed to a number of jewelers who insisted that the diamonds they bought be labeled Virgin Diamonds and, as time went on, these jewelers sold the idea to their customers.

It was the experience of a number of such jewelers that really proved the merchandising value of

the idea. The name was registered and a small advertising campaign was laid out. This campaign consisted of local newspaper advertising to the extent of 15 per cent of the initial sale, half of which was paid by the wholesaler and half by

the retailer. Direct mail, a window display, a counter card and a transfer were furnished each authorized jeweler.

The plan was first introduced in August, 1929, by Kiger's regular salesmen who had never had any experience in merchandising or selling anything other than merchandise. By Christmas of that year, some 300 accounts had been sold and some \$200,000 worth of merchandise. The retail jeweler was thus enabled to advertise an exclusive line of diamonds of standard price, guaranteed quality and certified origin.

In 1930 in order to put the proposition on a national basis, a complete plan was presented to certain selected wholesale firms in non-competing territories throughout the United States. At the start, each firm bought its own merchandise which, however, conformed to certain definite requirements. The merchandising and advertising duplicated that used by the C. A. Kiger Company. These firms were required not only to conform to a certain quality of merchandise but to furnish the dealer particular sales helps at their own expense and to contribute a certain percentage of their gross sales to a national advertising campaign.

Their men started out last August. By December of last year, in the face of subnormal conditions,



AMERICAN ARCHITECT

... announces
the following
appointments...

Walter E. Dexter

... Advertising Manager,
with headquarters at
57th Street and Eighth
Avenue, New York City

J. G. MacArthur

... Western Advertising
Manager, with headquarters
at 919 North Michigan,
Avenue, Chicago . . .

some 900 jewelers were handling Virgin Diamonds and sales totaling some half million dollars had been made. In view of the conditions existing in the jewelry business and particularly in diamond sales at this time, it can be better appreciated what a record this was. The sales, however, did not stop with the wholesaler. In better than 98 per cent of the dealers sold, the jewelers were more successful in building a diamond business than ever before in their history. Seldom did the retailer turn over his diamond stock more than once a year. In most cases he would carry thousands of dollars' worth of merchandise from year to year and, while his diamonds did not depreciate, his capital was tied up to such an extent that it worked a hardship on the remainder of his business.

Another interesting feature of the plan is the presentation to every purchaser of a Virgin Diamond of a certificate of title which guarantees that the purchaser is the first individual to own and to wear this particular gem. In order to keep the title clear, there are—on the reverse side of the certificate—forms for the assignment of ownership for use when the original purchaser gives or sells the stone to another. Not only does the certificate of title sell the idea back of Virgin Diamonds to the potential purchaser but it creates good-will which results in repeat business. The name Virgin Diamond is also stamped on the mounting and on the sealed metal price tag that goes with the ring.

Advertising of Virgin Diamonds is now appearing under the name of the Virgin Diamond Syndicate with the Kiger company, which originated the idea, acting as distributor in its territory.

"The Horse" Appoints

The Horse, Washington, D. C., has appointed the National Service Advertising Company, of that city, as its national representative.

F. A. Moulton, formerly with the Western staff of *Good Housekeeping* and the Chicago office of Erwin, Wasey & Company, Inc., has been appointed advertising manager of *The Horse*.

C. N. Hitchcock, Vice-President, Century

Curtis N. Hitchcock, formerly with The Macmillan Company as vice-president in charge of trade books, has been appointed vice-president in charge of the trade book department of The Century Company, New York.

Dana H. Ferrin, treasurer of The Century Company and manager of the educational book department, in addition has been appointed vice-president. He will continue to have direction of the educational, religious and hymn book publications.

New Account for Landis Agency

The Electric Rotary Machine Manufacturing Company, Chicago, has appointed the Reed G. Landis Company, advertising agency of that city, to direct the advertising of its Ermo lines of rug washing machinery and equipment and for other products of the company. Business publications and magazines will be used.

Form Associated Radio Program Builders

Associated Radio Program Builders has been organized with offices at 11 West 42nd Street, New York. The following are associated with the new enterprise: Sedley Brown, formerly with The Erickson Company; James Whipple, Allie Lowe Miles, Don Carney, Harry C. Browne, Janice O'Connell, James F. Clemenger and John Tucker Battle.

Photographic Publications to Merge

On July 1, the *Bulletin of Photography*, Philadelphia, a weekly published by its founder, Frank V. Chambers at Philadelphia for the last twenty-four years, will be consolidated with *The Camera*, also published at Philadelphia by Mr. Chambers. *The Camera*, which will be the name of the combined publications, will be increased in page size.

R. L. Hobert with Atlanta "Constitution"

Richard L. Hobert, formerly with George M. Kohn, Inc., publishers' representative, has joined the national advertising department of the Atlanta *Constitution*. He was also formerly with the Birmingham *News* and Birmingham *Post*.

Alfred Weissenbach Starts Own Business

Alfred Weissenbach, formerly with the Chicago office of *The American Weekly*, has opened an advertising business at Chicago under his own name with offices at 225 North Michigan Avenue. He was with the Hearst Organization for twelve years.

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An All-American Space Selling Eleven

Four More Members of the Team Are Selected—Last of a Series of Eight Articles

By John J. McCarthy

Account Manager, McCann-Erickson, Inc.

8. Business Paper. Jerome Boswell is a walking encyclopædia of pertinent facts concerning the trade in which his publication circulates. He literally knows everybody in and everything about the field which his medium thoroughly covers. Besides, Boswell has made a business of always supplying just the information you want. Consequently, advertisers and agencies almost automatically think of his publication when they are considering a campaign in his field.

His wide knowledge of his publication's readers and their problems, and his ability and unflinching willingness to give the advertisers and advertisers-to-be the benefit of his knowledge and experience, were two of the principal reasons why the judges chose Boswell as the best business-paper representative.

The judges agreed that Boswell's selling and service policies forcefully and accurately interpreted the purpose of his publication to advertisers and its capability to give them a worth-while return on their space investment.

* * *

9. Outdoor Space. Lawrence D. Thompson is a handier man with a pencil than most salesmen. In fact, he is even better than a great many gents who are classified in the census as "artists." It's this asset which is one of the real secrets of why Thompson was selected for the All-Star post as the champion salesman of outdoor space. It's the secret, too, of why Thompson sells more poster showings and painted boards than many men who are supposedly better authorities on outdoor advertising than he.

When you consult Thompson about outdoor space, you'll find him more interested in how you are going to use the space rather than how much you're going to buy. He

will discuss in detail the copy of the poster or painted bulletin. Often with a few lightning sketches, Thompson will click with a swell poster idea, or will make more effective the design you have in mind. He is always frank in his criticism or approval of the design of a poster or painted bulletin. He is equally frank in discussing locations and their values.

The final impression which Thompson always leaves with a customer is that "here's a salesman that wants me to get absolutely the utmost out of my outdoor advertising dollar."

* * *

10. Radio. Right from the start of the radio industry, Walter Travis has been its leading sales representative.

Such was the opinion of the space buying judges in picking the All-American Eleven. Travis was thoroughly sold on the medium from the outset and was among the first to persuade those advertisers whose products were "naturals" for broadcasting to make an investment over the air.

Possessed of a real sense of showmanship, Travis can quickly suggest and visualize air programs. He always knows the right radio talent and what is available for you. However, unlike many salesmen who know how to hippodrome their medium, Travis sticks absolutely to the facts and is never long on promises of achievement. He can tell the plans which other advertisers used successfully on the air, and will assist you in the formulation of your own.

Furthermore, Travis rarely ever peddles a program which has been turned down by his other customers or prospects. Travis is too resourceful for that.

Travis is most accommodating in

securing detailed information concerning station hookups, auditions, time open and the hundred and one other details pertaining to putting a program on the air. He gets you this information quickly and competently.

* * *

11. Talking Motion Picture. The job which Henry James is doing right now is along educational lines rather than active selling because talking pictures are just now becoming a national advertising medium. Hence James has been mainly engaged in getting larger accounts really acquainted with the medium. But the thorough methods which he is employing to show the advantages offered to an advertiser through talking motion pictures have been effective, and have proved James' sales ability. He has studied this new medium from every possible angle, and can convincingly depict its possibilities to an advertiser in terms of his own business.

For the All American Space Selling Eleven

THE ADSEALIT CORPORATION
NEW YORK

Editor of PRINTERS' INK:

I have been following with such interest the articles on "All American Space Sellers," and have found, in each one so much that defines what a good representative should be and do, that I am not going to resist the temptation of writing you to congratulate PRINTERS' INK in running as intelligent a series of personnel articles as I ever read.

HARRY J. TAYLOR,
President.

Disinfectant to Addison Vars

The Hypochlorite Products Corporation, Buffalo, N. Y., has appointed Addison Vars, Inc., advertising agency of that city, to direct the advertising of Dag, a general disinfectant antiseptic germicide. Magazines, newspapers, business papers and farm journals will be used, as well as radio advertising.

R. J. Breckinridge Takes Up Insurance

Robert J. Breckinridge, formerly general manager of the Lexington, Ky., *Herald*, has been appointed general agent of the Ohio State Life Insurance Company, covering the blue grass regions of Kentucky.

"Refrigerating World" Makes Changes

The *Refrigerating World*, New York, has reduced its page size to 5¼ by 8¼ inches, effective with the May issue. At the same time the publication has expanded its editorial scope to include the general field of refrigeration instead of devoting a majority of its pages to ice and ice merchandising as heretofore.

Buy Klamath Falls Papers

The Klamath Falls, Oreg., *Evening Herald* and *Morning News* have been sold to Eugene S. Kelty, Frank Jenkins and Ernest R. Gilstrap, all of the Southern Oregon Publishing Company, which owns and operates the Roseburg *News-Review*. Mr. Kelty will be active publisher and manager of the *Herald* and *News*.

No More Squawking

Use of automobiles equipped with radio sets and phonographs for advertising purposes has been ended at St. Louis, with the announcement by Director of Streets Brooks that no more permits will be issued and existing permits will be cancelled. He characterized the practice as "really small town stuff," and stated that it added a hazard to traffic in diverting the attention of drivers.

J. R. Squier Appointed by Automatic Burner

J. R. Squier, formerly with the advertising department of the Brunswick Radio Corporation, has been appointed advertising manager of the Automatic Burner Corporation, Chicago, manufacturer of ABC oil burners.

New Account for Atlee F. Hunt Agency

The Keystone Coffee Company, San Jose, Calif., has appointed the Atlee F. Hunt Company, Oakland, Calif., advertising agency, to direct its advertising. Newspapers, radio and direct mail will be used.

To Handle Mission Dry Campaign

The Philip J. Meany Company, Los Angeles advertising agency, has been appointed to direct a newspaper advertising campaign for Mission Dry beverages. The campaign will start in Southern California and proceed north.

Edrolax to Zinn & Meyer

Edros Natural Products, Inc., New York, manufacturer of Edrolax, has appointed Zinn & Meyer, Inc., advertising agency of that city, to direct its advertising account. Newspapers will be used.

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Announcing

RANDAL BOROUGH

formerly partner and vice-president

Lord & Thomas and Logan

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Now partner and vice-president of

MARK O'DEA & COMPANY

Advertising

400 Madison Avenue

New York City



You Can't Keep a Good Advertising Man Out of Work

A Vocational Expert Tells How to Go About Getting a New Job

By Walter A. Lowen

President, Vocational Bureau, Inc.

GROUCHO, in his great wisdom, has hit upon one of the most valuable hints conceivable to aid the unemployed. In order that it doesn't pass unnoticed I would like to take a little space to embroider it.

The essence of Groucho's message*, of course, is that you can't keep a good man out of work—provided the man is given an opportunity to prove how good he is. But I feel sure that Groucho also meant to emphasize that a really good man is quite capable of creating his own opportunity.

Groucho's copy writer had probably studied the Boss and knew just how to approach him—what to leave unsaid, what to say and precisely how to say it. Probably he left his portfolio of samples home purposely, so the Boss would be tempted to give him the opportunity he sought, to prove his ability by an actual, even though speculative, assignment.

To one whose job it is to interview hundreds of men seeking employment in the field of advertising, it is constantly amazing that so few have even the most elementary idea of how to go about seeking a new position. Most men never seem to realize that their chief marketable asset is specific experience, and that accordingly the common-sense plan of action for them to pursue is to sit down and carefully list all the possible prospective organizations likely to be interested in their experience; then to bring that available experience sharply and firmly to the attention of the proper individuals.

I have found it quite the rarest occurrence in the business world for an employer readily to consider an applicant from the standpoint

of bare ability. The employer is primarily interested in *specific experience* and takes ability quite for granted, provided, of course, the applicant has a sufficiently stable record of continuous employment.

The man who is seeking employment will find that the door is never locked if he will only seek to know the truth about conditions governing himself.

Instead of burdening his thought and imprisoning himself with the weight of the so-called "depression," he should realize that there is always a right place for the *expression* of his talents. If he cannot seem to find a position where all his abilities can be exercised, doubtless he can find a place to express some of his talents if he will only study himself, study his markets—and expose himself intelligently and sufficiently to the possibility of connecting the two.

Groucho has admirably pointed the way for the really intelligent man to get himself a job. First the man selects a logical prospective employer, studies the employer and determines exactly why he wants to work for him. Having secured an interview he interests his prospective employer by his enthusiasm and is quite willing to hazard some of his time and native ability to prove to the prospective employer that he can make himself a valuable addition to the employer's staff.

Probably he brings the Boss an *idea*—something on which no one has a monopoly. Ideas are available for all of us. They are as numberless as the sands and as inexhaustible as the surging seas. Ideas are undoubtedly the most eternally welcome as they are the most valuable commodity in the business world. Especially is this true in the field of advertising.

*"What Groucho Says," PRINTERS' Ink, May 28, page 50.

Thirteen men

During the last thirteen months thirteen men in thirteen different advertising agencies have chosen for PRINTERS' INK MONTHLY four advertisements they liked. They weren't asked to choose the best advertisements. They were asked only to pick out advertisements that had stopped them, that had made them say, "By George, I wish I had planned that one."

For the July MONTHLY these thirteen men act as a jury, passing on one another's selections. Each was given reproductions of all the advertisements the others had picked and told to choose the four that he liked best.

It must have been, in its way, a tough job. The fifty-four advertisements they had to choose from represented pretty nearly the cream of American advertising over a period of more than a year.

The returns are now in. One advertisement was an overwhelming choice. Three were closely bunched, quite a way behind the leader. All four will be reproduced in the July MONTHLY under the heading "Four Advertisements They Liked"

Wanted For Sales Promotion

Woman with Sales Promotion experience preferably in direct selling. Please write giving outline of experience and compensation.

"C," Box, 202
Printers' Ink

TRUE-TONE PHOTOGRAPHS

Show Your Products in Actual Colors

This remarkably accurate, low cost process of photographic tinting provides one of the greatest advances in modern merchandising.

"TRUE-TONE" photographs efficiently solve the color problem and quadruple the selling appeal of salesmen's portfolios. These exceptional reproductions may be effectively mounted on counter or window displays, wall hangers, calendars, etc., and supply that colorful attention value heretofore prohibitive in limited editions.

Just send us two black and white prints showing your product, with color reference or the name of a Cleveland dealer where we can see it.

Then—we will finish a print in actual color for you and quote on any quantity or size you may specify. There is no charge or obligation involved in this offer. Write for full particulars and let us make this test for you.

**THE AD-ART
PHOTO COMPANY**
1888 E. 82nd St., Cleveland, O.

Business Books in Review

THE Challenge of Chain Store Distribution. By M. M. Zimmerman. (Harper & Brothers.) The appearance of this book in 1931, when the problems created by the growth of chains are particularly acute, is unusually timely. It is essential that manufacturers, facing on the one side the many advantages of chain distribution, on the other the antagonism of independent toward chain, should have an unbiased, impartial picture of the chain and its place in distribution. Mr. Zimmerman is admirably fitted to paint the picture. In 1914 he engaged in a survey of the chain situation for *PRINTERS' INK* and was co-author of the first authoritative series of articles on the subject. In 1930 he was chosen by *PRINTERS' INK* to make another investigation which would be just as authoritative as his first. The result was a series of articles already familiar to the readers of *PRINTERS' INK*. These articles, with some additions, form his present book.

Mr. Zimmerman, in his summary chapter, really writes the keynote of the book. He says: "The chain is here to stay and we must accept it. The independent merchant can best meet this competition by using fair and legitimate methods. The manufacturer must study the chain and meet it with consistent policy. Efforts on the part of State legislatures or organized attempts by independent merchants in any field of distribution will prove unavailing to eliminate, decrease or control the chain stores."

His conclusions, unbiased as they are, probably will not be particularly welcome either to chain or independent, but they are highly significant to the manufacturer. He does not believe that the chains will ever control distribution and bases his belief on convincing statistical evidence. He does not believe that chains are essentially the enemies of national brands nor that chain advertising will ever supplant national brands with private

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brands. He maintains that it is highly important that the manufacturer recognize the essential place of the chain in distribution and, recognizing it, also realize that the independent occupies a place as essential. Because of this it is important that the manufacturer cease his temporizing policies and adopt a clean-cut attitude toward the various units in the field of retailing.

Among the welter of business books which have appeared during the last year, "The Challenge of Chain Store Distribution" stands out as one of the few really significant contributions to business literature. It is notable for its thoroughness, the vast body of data upon which it is based, and the impartiality of its thinking. It is a book that should occupy a prominent place among the most used volumes in the libraries of all manufacturers who are in any way engaged in selling merchandise distributed through chain channels.

Facts and Fetishes in Advertising. By E. T. Gundlach. (Consolidated Book Publishers, Inc.) Readers of Mr. Gundlach's previous book, "Old Sox on Trumpeting," will find in his current book an admirable supplement which is just as iconoclastic but in many ways more interestingly written and more devastating. "This book on facts and fetishes," says the author, "is, in summary, a plea for Aristotelian methods in advertising," which means, of course, that Mr. Gundlach believes that advertising should prove its pulling power definitely; that the value of any campaign should not be judged by such vague yardsticks as "prestige," "consumer acceptance," etc.

Some of the fetishes that the author exposes to rough treatment are mass psychology, cumulative effects, continuity, budgeting, dealer co-operation, art, literature, brevity of copy, quality and cleverness. Although he is not always as convincing as he probably feels that he is, he does a pretty thorough job of knocking down a great many of the most sacred idols.

The pungent flavor of the book cannot be conveyed by limited

First with the COORDINATED PRESENTATION of HOME FURNISHINGS ● RETAILING

A Fairchild Publication
8 East 13th St., New York, N. Y.

PUTS PUNCH IN YOUR SALES PROMOTION

In their most successful campaigns leading national advertisers are including imprinted toy balloons—PLUS a "Perfect" sales promotion plan. More than ten years' experience proves that it pays.

"Perfect" service includes complete execution of a plan built to fit your particular sales program. If your product is retailed through dealers, we can help your dealers boost sales.

Write for the facts. They're interesting.

The PERFECT RUBBER CO.
Mansfield, Ohio
Est. 1919

quotations. Mr. Gundlach has a sureness and directness admirably suited to the polemical work he is trying to accomplish in "Facts and Fetishes in Advertising."

Of particular interest to those readers who like to look deeper than the surface is Part V, headed, "Social Aspects of Advertising." Without being either Pollyanna or Jeremiah, Mr. Gundlach makes out an excellent case for advertising as a social force.

Many of the fetishes which he attacks have been thoroughly bruised in the last two years. It is for the general good of advertising that they have. Whether, as he somewhat optimistically hopes, they will ever be completely demolished, in fact whether they are all fetishes, it is difficult even for Mr. Gundlach to prove definitely.

Buying Power of the American Market. By Daniel Starch, Ph.D. (Daniel Starch.) This is an exhaustive statistical picture of the American market by family income groups broken down into counties. It represents nearly ten years of study and many hours of statistical work. Families are divided into various income groups for the purposes of comparison and then each county is rated by its number of families in each group. A foreword explains clearly how the figures were compiled and shows their authenticity by means of several comparisons with data already accumulated. This book, which will be supplemented from time to time by up-to-date figures, is one of the most complete and authentic statistical pictures of American buying power ever compiled.

Population and Its Distribution. Compiled by J. Walter Thompson Company. (Harper & Brothers.) This is the fifth edition of the familiar statistical analysis of the population and its distribution made by this company. The population figures are taken from the 1930 Census. It is an excellent collection of figures, arranged in convenient form for a variety of uses.

Wages in the United States,

1914-1930. (National Industrial Conference Board, Inc.) To quote from the book itself, "It presents statistics of wage and related conditions in manufacturing industries, public utilities, building trades, agriculture and railroad transportation. Figures for weekly as well as hourly earnings are given, except for building trade and agriculture, for which only wage rates are available. Changes in wage earnings are considered in relation to changes in the cost of living, and indexes of both money and real earnings are presented." This last feature is of great value at the present time when there is so much confusion of the subject of real wages. The report points out significantly that whereas real hourly earnings were 4 per cent higher in 1930 than in 1929 in manufacturing industries, average real weekly earnings in 1930 were 5.9 per cent lower than in 1929 because of reduced working hours.

A Treatise on Commerce. By John Wheeler. Edited with and introduction and notes by George Burton Hotchkiss, M. A. (The New York University Press.) This reprint of a book originally published in 1601 is one of the New York University Centennial Series. In addition to a charming facsimile reproduction of the original pages of the book there is also an edited text for the modern reader. Most valuable is Professor Hotchkiss' introduction which, in telling about the history of the Treatise, gives a realistic picture of business ethics and principles in the days of our Elizabethan forebears. For the modern reader who is looking for methods of getting two dollars to grow where one grew yesterday, this book will have little interest. On the other hand, the business man who has the slightest strain of the antiquarian will welcome the Treatise eagerly. It is to be hoped that other writers on modern business subjects will follow Professor Hotchkiss' lead so that we may have a better understanding of the business literature of those who lived before the days of Adam Smith.

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To Printers' Ink Subscribers

IF one of your associ-
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PRINTERS' INK, don't get
sore at him. It will be
your own fault if he con-
tinues to take it

Just hand him the
Coupon below

PRINTERS' INK, 185 Madison Ave., N.Y.C.

Gentlemen:

Please enter my subscription to PRINTERS' INK. Send
invoice for \$3.00 to cover a year's copies.

Name _____

Company _____ (position)

Street _____

City & State _____

The New Question of the Space Buyer:

?

.... What Is Your Financial Condition

!

This question was put to the Southern Agriculturist recently by one of the largest agencies in America.

The Space Buyer said he had no reason to think the Southern Agriculturist was not all right, but he was demanding more knowledge of the financial structure of the publications he recommended, because he did not want to use any paper which was about to quit.

The answer, in the form of a statement by a nationally known credit authority, was forwarded to the inquirer promptly.

A copy of this statement will be furnished to any interested advertiser or agency on request.

Southern Agriculturist

B. KIRK RANKIN, Publisher

NASHVILLE, TENNESSEE

FARM PAPER SUMMARY FOR MAY

COMMERCIAL ADVERTISING LINAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

	1930 Lines	1931 Lines
Country Gentleman ...	53,583	41,623
Capper's Farmer	28,033	23,659
Successful Farming ...	20,604	20,241
California Citigraph..	15,706	18,058
Southern Agriculturist. †	17,123	14,456
Country Home	10,848	12,402
Florida Grower	13,127	11,566
Breeder's Gazette	16,266	10,792
Farm Journal	12,439	10,008
New England Dairyman	7,348	5,403
Amer. Fruit Grower ..	8,648	5,352
Poultry Tribune	7,920	5,314
Better Fruit	6,928	5,210
Nat'l Live Stock Producer	5,803	3,990
Amer. Poultry Journal.	5,555	3,974
Inland Poultry Journal	1,943	3,935
Farmers' Home Journal	1,394	3,595
The Bureau Farmer ..	6,008	3,475
Standard Poultry Jour.	3,683	2,856
Farm Mechanics	4,787	2,541
American Farming ...	2,837	2,397
Rhode Island Red Jour.	3,480	2,320

Totals 254,063 213,167

†Two Issues.

SEMI-MONTHLIES

	1930 Lines	1931 Lines
Dakota Farmer	35,055	22,737
Hoard's Dairyman	32,741	20,752
Progressive Farmer & Southern Ruralist ..*	25,937	16,520
Missouri Ruralist	22,957	15,694
Okla. Farmer-Stockman	25,828	15,496
Montana Farmer	23,591	15,379
Western Farm Life ..	18,111	14,608
Utah Farmer	15,355	12,010
Southern Planter	12,840	9,752
Arizona Producer	16,519	6,966
Missouri Farmer	6,202	5,682
Arkansas Farmer	5,592	4,841
Southern Cultivator ...	2,788	1,854

Totals 243,516 162,291

*Five Issues.

AVAILABLE

A

Profit - Minded Sales Manager

Here is a sales executive who thinks first of profits and, in a highly competitive field, has demonstrated an unusual ability as an alert, resourceful manager of salesmen.

In ten years he rose from salesman to general sales manager in a large organization, in each step to the top his achievements in sales and profits were outstanding.

His judgment of men is good and he possesses to a high degree the faculty of training, inspiring and directing men to accomplish gratifying results.

He is a clear thinker, analytical and far sighted. His knowledge of merchandising is broad and sound.

Through actual work in most parts of the United States and Canada he is thoroughly familiar with the major markets of this country and the Dominion.

He is married, 34 years old, well educated, gentle and of good personality. Business and personal references of the highest character. Compensation \$12,000.

Personal interview arranged by addressing.

"V," Box 55, Printers' Ink

WEEKLIES (Five Issues)

	1930 Lines	1931 Lines
Pacific Rural Press ...	35,298	31,625
Nebraska Farmer	46,720	27,909
Wallaces' Farmer and Iowa Homestead ...	53,792	27,871
The Farmer & Farm, Stock & Home	51,233	27,257
Pennsylvania Farmer .	35,843	26,006
Ohio Farmer	32,072	25,904
California Cultivator ..	34,477	24,953
Prairie Farmer	39,277	24,316
Kansas Farmer, Mail & Breeze	43,512	24,142
Wisconsin Agriculturist & Farmer	42,779	24,084
Rural New Yorker	24,564	21,155
Michigan Farmer	29,829	20,336
Farm & Ranch	26,682	19,725
New Eng. Homestead..	21,573	19,667
Washington Farmer ..	25,575	18,949
American Agriculturist	27,336	18,056
Oregon Farmer	24,329	17,175
Indiana Farmer's Guide	27,378	17,031
Idaho Farmer	22,358	16,090
Dairymen's League News	9,580	5,592
Totals	654,207	437,843
†Four Issues.		

FARM NEWSPAPERS (Four Issues)

	1930 Lines	1931 Lines
Kansas City Weekly Star	29,300	21,427
Dallas Semi-Weekly Farm News	*7,049	*4,961
Totals	36,349	26,388
*Five Issues.		
Grand Totals	1,188,135	839,689

(Figures compiled by Advertising
Record Company)

We Like Case Histories, Too

THE CONNECTICUT MUTUAL LIFE
INSURANCE COMPANY
HARTFORD

Editor of PRINTERS' INK:

Congratulations on "An Analysis of
300,000 Inquiries," in your May 21
issue.

We'll drop any work we are doing at
any time to read case-histories of ad-
vertising, and the records analyzed in
this article are well worth the price of
an entire year's subscription to PRINT-
ERS' INK.

KENILWORTH H. MATHUS,
Department of Publications.

Long Beach Convention Program

The annual convention of the Pacific
Advertising Clubs Association, to be
held at Long Beach, Calif., June 21 to
25, will be addressed June 22 by A. O.
Buckingham, Cluett, Peabody & Com-
pany, and L. M. Barton, secretary-man-
ager of the 100,000 Group of American
Cities. Speakers on June 23 will be
Walter A. Folger, assistant vice-presi-
dent, Pacific Telephone & Telegraph
Company, Turner Jones, vice-president,
Coca-Cola Company, and Richard H.
Waldo, president of the McClure News-
paper Syndicate.

On June 23 the delegates will be ad-
dressed by Harry C. Drum, vice-presi-
dent of Smith & Drum, Inc., Marc A.
Rose, editor of *Business Week*, and O.
W. Peaslee, vice-president of the Ameri-
can Tobacco Company.

A debate will be held on the after-
noon of June 22 on the proposition,
Resolved: "That the Chain Store Method
of Marketing Is for the Best Interest of
the Public"—Affirmative, Claude W.
Edwards, assistant general manager of
the Alpha Beta Stores; Negative, Pear-
son M. Hall, attorney for the Southern
California Retail Grocers Association.

On the afternoon of June 23 a debate
will be held on the proposition, Resolved:
"That the Policy of Habitual Price-Cut-
ting Is Detrimental to Sound Business
Building"—Affirmative, Frank E. Mor-
tensen, president and secretary, Southern
California Retail Druggist Associa-
tion; Negative, H. R. Barnett, consult-
ant on merchandising and distributing
methods.

Chairmen of the various departmentals
are: Direct mail, Charles W. Collier,
Recorder Printing & Publishing Com-
pany; magazines, Norman Stern, Ham-
man-Lesan Company; newspapers, Walter
R. May, Portland *Oregonian*, and club
management, Florence Gardner, San
Francisco Advertising Club.

New York Export Managers Club Elects

A. M. Hamilton, of the American
Locomotive Sales Company, has been
elected president of the Export Man-
agers Club of New York. C. W. Lin-
scheid, of Fairbanks, Morse & Com-
pany, has been elected first vice-presi-
dent; C. W. Brett, of the Dodge Manu-
facturing Company, second vice-presi-
dent; C. E. Thomas, of the U. S. Steel
Products Company, treasurer, and Oren
O. Gallup, of D. Lovejoy & Son, secre-
tary.

New directors of the Club are: L. A.
Ryan, Fiske Bros. Refining Company
and H. H. Hirschfield, Richards &
Hirschfield, Inc. Roger L. Bracken is
the retiring president.

J. F. Stephens, Jr., Heads Oakland Club

J. Fred Stephens, Jr., sales promotion
manager of the Johnson Washer Com-
pany, has been elected president of the
Oakland, Calif., Advertising Club.

Convention

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Yes, Dairymen Do Buy Fertilizers!

WITH ample supplies of manure, it might be thought that dairymen would buy little fertilizer. Statistical studies of the milk-producing farms of the New York City Milk Shed tell a different story.

Consider a group of 88 farms studied by the Farm Management Department of Cornell University. It was found that these 88 farms used 219.8 tons of fertilizer in a single year. The average value of this fertilizer was \$34.69 per ton.

On the same farms, 371.6 tons of ground limestone and lime were also applied during the year at an average cost of \$5.36.

Subscribers to the Dairymen's League News are progressive dairymen who use modern methods. Most of them grow cash crops which require intensive fertilization to produce profitable yields.

We shall be glad to confer with any fertilizer manufacturer who wishes to sell an increased tonnage in the New York City Milk Shed.



This Map Shows "The New York City Milk Shed"

DAIRYMEN'S League NEWS

"The Dairy Paper of The New York City Milk Shed"

NEW YORK
11 West 42nd Street
R. L. Culver, Bus. Mgr.
Phone Pennsylvania 6-4760

CHICAGO
10 S. La Salle Street
J. A. Meyer
Phone Franklin 1423

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President and secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 6 North Michigan Avenue, GORE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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London: Thomas Russell

NEW YORK, JUNE 18, 1931

Creators of Work

Here is a simple, workable proposition for every body who wants to put people back to work. There is nothing new or startling about it. It has been done in other cities, spasmodically in some, constructively and consistently in others. The simplicity, effectiveness and speed in results which it recently attained in Muncie, Indiana, must commend it at once to every man who prefers action to words.

A small group of sponsors agreed to underwrite a full-page newspaper advertisement written specifically to induce people to begin small or large repair jobs on their own homes.

The first advertisement appeared on a Sunday. Contractors began to receive telephone calls early Monday morning, by noon a dozen new jobs were under way. By evening, sellers of paint, hardware, wall-

paper and other supplies reported the best business day in months.

This encouraged the leaders to go out and get more sponsors. The original group grew to eighty contributing members and the little idea had turned into a community project. Other full-page advertisements followed, giving examples of jobs, listing names of people who were improving their property.

By the end of the second week, no less than 115 jobs were under way and more than 300 men had been put to work.

Thirty-two improvements were photographed and made the basis for more full-page advertisements. The Chamber of Commerce, representatives of trade unions and other civic organizations as well as contractors and suppliers met on common ground and plans have been made to continue the campaign over a long period.

Here is a plan which can be started by any civic organization in any city.

It can, as a matter of fact, be started by any two men over a luncheon table who will agree to underwrite the first advertisement in their local paper.

It is simple, tangible, down out of the clouds, typically American, worthy of wide attention and immediate action.

We feel sure there are thousands of citizens, tired of words and generalities who will become creators of work in their own home towns, who are waiting for a chance to sponsor advertising which can and will produce immediate results. Here is a chance for the self-starters and the men of action.

PRINTERS' INK will be glad to hear of any such movements in various parts of the country and print the results of those which are based upon so simple and logical a thought as the one which is going on now in Muncie.

Radio Goes "Back to the Farm"

According to information brought out at the recent Chicago convention of the Radio Manufacturers Association there are in this coun-

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try today some 4,000,000 unwired homes which do not have radios. There are also about 2,000,000 unwired homes which have obsolete and unsatisfactory battery sets.

With the rise of the modern radio operated by direct electrical current, this enormous and potentially profitable market has been neglected. But now certain progressive manufacturers—including organizations such as Atwater Kent, Brunswick, Colonial, Crosley, Erla, General Electric, General Motors, RCA-Victor and Silver-Marshall—have brought out a new type of receiver operated by air cell batteries. This offers to the unwired home the same quality of reception, economy of operation and freedom from trouble had today by the city user of AC receivers.

It was not until this year that such equipment was offered to the rural radio prospect. If located beyond power lines, he had to be content with the old kind if he used any, and usually he got along with none, as the statistics show. Thus a considerable part of the general radio advertising directed at the rural market was useless; the manufacturers were merchandising a type of receiver that could not be operated in the unwired home.

If the business depression with its consequent constriction of radio sales volume had not come along, would these manufacturers now be right on the point of marketing something to these 6,000,000 homes so intelligently and aggressively?

Probably not. Anyway they are doing it now, and are happily enthusiastic over the additional business they confidently expect to get during this year of 1931—business that will go a long way toward taking up the slack in other markets.

How many more so-called neglected markets are now inviting cultivation? Answering this question in a general way, we venture to express the opinion that there are at best only a few organizations whose selling opportunities, even now, are being squeezed dry—perhaps none.

Obviously this is the time of all

times to do things looking toward a consolidation of present leadership or establishing new leadership. Perhaps a change in production technique, such as is now being employed by the radio industry, is the operation that can turn the trick. Or it may be an extension of advertising activities into certain fields with particular reference to those fields.

Rather than lamenting over disappearing markets and watching with tense eagerness for the first signs of the expected upturn, it would seem to be better business at this juncture to go out after new markets with the utmost determination. For such markets are usually to be found.

Kill the Cure-Alls

A methodical business man showed us the other day a list he had carefully prepared of the various suggestions that had been advanced as sure-fire cures for the depression. Although he assured us it was far from complete, the list was a yard long and still growing.

The panaceas varied from tearing down tariff walls to elimination of export trade; from a return to hand production to a thirty-hour week; from cancellation of certain corporate taxes to the imposition of 90 per cent taxes on million-dollar incomes; from cutting prices to the bone to the maintenance of profit margins; from the compulsory disbursement of corporate surpluses to cutting wages, and from eating another slice of bread to the universal operation of spinning wheels in the home.

Some of them, when advanced, sounded plausible enough. Others never rang true. But all of them, viewed in retrospect, seem at best merely partial solutions and at worst downright silliness.

However, we want to be in style and offer a panacea of our own. It is nothing other than a swift and sudden death for all cure-alls! For we are convinced that neither tariffs nor concentration of wealth, neither the machine nor high wages, neither export trade nor price-cut-

ting—not any one of these factors can be asked to shoulder the blame for the depression. All may have been responsible, or none. But most assuredly it is economic illiteracy to assume that any one of the mob of causations is the culprit.

A business depression springs out of a vast multitude of factors. Curing one of these factors, or even a handful of them isn't going to cure the depression. As a matter of fact, depressions have never been cured as a result of deliberate action and planning. The causative factors have, within themselves, remedial power and precisely at the moment that they appear to be dealing business, its death blow they are actually applying restoratives.

Advertise Adequately Now

We always have contended that it is possible to invest too much money in an advertising program. The present time is no different from any other in that advertising outlay must be allocated with careful reference to the results it may be expected to bring.

An organization forecasts its sales for a specific period and then lays out a certain percentage of that expected volume to pay for its advertising and for the expense of operating its entire sales department.

It is by no means theorizing to state that advertising, correctly administered on such a basis, will pay for itself because of the additional volume it may be expected to bring.

But we are wondering if this is not a year when, in certain individual cases, the advertising outlay might profitably be extended to a figure that would cause a part of it to represent what might be termed an expense. Or, to express it another way, isn't this a good time for some organizations actually to buy some advertising and pay for it themselves—not expecting it automatically to take care of *all* the outlay this year or even next year.

Suppose an organization's sales

have slumped—a common enough experience. In this case it needs not only to build up its present customers and outlets; it needs new customers and new outlets. And this is the time when such customers are to be had; lack of intensive effort here and there has caused retailers and consumers to be more than ever receptive to the representations of the company that believes in its goods so thoroughly that it is willing to go considerably beyond the conventional limit in merchandising them.

It is for this very reason, to cite one instance, that the Pillsbury Flour Mills Company is this year buying more advertising than ever before in its history. It lost some of its export customers. Needing domestic customers to take their place it is going after them with all the means at its command—getting them, too.

Figured on the usual percentage basis, Pillsbury's advertising may not pay for itself this year. But, by paying a part of the cost of the present effort itself and allowing the advertising to pay the other part, Pillsbury feels it is making an investment upon which it is going to gain satisfactory future dividends.

The Call of the Flesh

The annual per capita consumption of meat and lard in this country is now twenty-five pounds less than in 1907. A meeting of live stock, agricultural and other interests was held recently to do something about this. An ingenious plan emerged.

There are going to be parades—"public demonstrations" in leading cities to stimulate demand by proclaiming the low meat prices. The first will be at Chicago June 18. The parade will be headed by a huge banner saying, "Meat Is Cheap." This will be followed by bands, displays of cattle, hogs and sheep, a procession of cowboys and tie-in displays by various industries.

The call of the flesh—loads of clean fun for all and "Meat Is Cheap."

12 Hours on the 20th Century



SO compact is the British market that its straight mileage run North to South equals a 12 hour ride on the 20th Century. Because of this compactness—and the simultaneous printing of The Daily Mail in London and Manchester—every town and village of England, Scotland, Ireland and Wales is served by this one great national newspaper.

As far and away the most powerful trade and retail selling force in Britain, The Daily Mail alone can be used to build up national demand and distribution for your product.

For facts about the British market and the unique national sales influence of The Daily Mail write or phone

THE AMERICAN BUSINESS MANAGER

THE DAILY MAIL

Graybar Bldg., New York City

Telephone: MOhawk 4-5770

The British

Daily Mail

WORLD'S RECORD NET PAID DAILY CIRCULATION

1,845,087

Advertising Club News

Richmond Club Plans Reorganization

Members of the Richmond, Va., Advertising Club have appointed a committee to work out a plan of reorganization. With meetings canceled during the summer months, this committee will submit a plan in September regarding the policies of the club toward speakers, meetings and other phases of its work.

William Ellyson, Jr., president of the club, has appointed L. A. Gaines as chairman of this committee. He will be assisted by Ralph Dombrower, Charles C. Fleming, Frank Wood, Horace Gans, G. Matt Wilshire, Clarence Ford, Jr., Allen O. White and Robert Richards.

Members of the club also voted their appreciation of the work done in the past by Mr. Ellyson, who, although his term expired June 3, has been asked to continue as head of the organization until a reorganization can be effected in the autumn.

* * *

M. H. Holtz Heads Portland, Oreg., Club

Merriman H. Holtz, proprietor of Proctor's, Portland, Oreg., has been elected president of the Portland Advertising Club. Everett W. Fenton has been made first vice-president and Ray Carr, second vice-president. Charles H. Devlin has been re-elected secretary-treasurer.

The board of directors includes: Edward D. Smith, Jr., Harry Failing, Harry Bigelow Coffin, Allan Rinehart, Lawrence O. Riddle, Albert Byers, James T. Burtchell, W. E. Hudleson, Joseph Sill, Jr., Serena Rohan and Mrs. Joseph Sandvall.

* * *

M. C. Nelson Heads Salt Lake City Club

Marion C. Nelson, president and manager of the L. G. Gillham Company, Inc., advertising agency, has been elected president of the Salt Lake City Advertising Club. He succeeds William G. King, of the Bird & Jex Company, outdoor advertising, who has been made chairman of the board.

Other officers elected are: Vice-president, L. D. Simmons, advertising manager, Utah Gas and Coke Company; secretary, David F. Coursey, Billings Service, and treasurer, John M. Wallace, Walker Bank & Trust Company.

* * *

Grover Whalen, Vice-President, New York Club

Grover A. Whalen, of John Wanamaker, has been elected a vice-president of the Advertising Club of New York to fill out the unexpired term of Lee J. Eastman, resigned. Mr. Whalen has been a director of the club and G. Lynn Sumner, of The G. Lynn Sumner Company, Inc., has been elected to succeed Mr. Whalen on the directorate.

Chicago Council Appoints Program Committees

The Chicago Advertising Council has appointed two program committees for the coming year, one to arrange the regular weekly luncheon meetings on advertising and a second to plan monthly programs featuring speakers on subjects of general interest. G. D. Crain, Jr., was reappointed chairman of the committee for the advertising series. Serving with him will be Edward H. Gardner, Arthur H. Ogle, E. G. Borton, H. V. Strawn, Maurice H. Needham and Leon Mandel II.

Max Berns is chairman of the general committee. Homer J. Buckley, W. Frank McClure and Marshall Mathews are associated with him.

* * *

Columbus Club Elects Trustees

The following have been elected trustees of the Advertising Club of the Chamber of Commerce of Columbus, Ohio: Edward R. Brown, Huntington National Bank; John Q. Doty, Columbus Citizen; W. O. Dunson, Columbus Gas & Fuel Company; N. J. Engle, Kampmann Costume Company; R. F. Heber, Heber Bros. Printers; J. E. Humphreys, Columbus Dispatch; G. R. Johnson, Columbus Coated Fabrics Corporation, and Harold R. Lee, Terry Engraving Company. This board will meet shortly to elect officers for the ensuing year.

* * *

G. L. Porter Heads Tacoma Club

George L. Porter has been elected president of the Tacoma, Wash., Advertising Club. Other officers elected are: George B. Hayden, first vice-president; Leo J. Conlin, second vice-president, and J. Corning Todd, secretary-treasurer.

Members of the board of directors include Homer T. Chaffee, William L. Redmayne, Mina L. Andrews, Lock T. McLean, Harold Hagen, John Goldsberry and Herbert Stenson.

* * *

San Francisco Club Membership Gains

Following a membership drive, the San Francisco Advertising Club reports a gain in membership of 147 members. The total membership of the club, it is now announced, numbers 577.

* * *

Erie Club Elects

Cassius Biley has been elected executive secretary of the Erie, Pa., Advertising Club, succeeding Howard J. Holcomb.

* * *

Thorold, Ont., Has Bureau

A Better Business Bureau has been organized in Thorold, Ont. T. H. Critelli has been elected temporary president.

Chicago Engineering Advertisers Elect

H. W. Stoetzel, advertising manager of the Republic Flow Meters Company, has been elected president of the Engineering Advertisers Association of Chicago at the annual meeting last week. R. W. Stand, Benjamin Electric Manufacturing Company, is the retiring president. Other new officers are: W. I. Brockman, sales promotion manager, Steel Sales Corporation, vice-president; Louis McLouth, advertising manager, Sauerman Brothers, treasurer; and C. D. McCormick, advertising manager, C. F. Pease Company, secretary.



H. W. Stoetzel

New directors representing the active membership are: B. R. Graff, Creamery Package Manufacturing Company; E. J. Patton, Stephens-Adamson Manufacturing Company; and Vernon S. Weiler, Fairbanks, Morse & Company.

M. Rutherford, Simmons-Boardman Publishing Company, was elected a director representing the associate membership. Hold-over directors are: J. R. Hopkins, Chicago Belting Company; Keith Evans, Joseph T. Ryerson & Son, Inc.; and Julius S. Holl, of the Link-Belt Company.

Advertising Discussion Group Organized at Boston

With an enrollment of about forty members, the Advertising Guild of Boston has been organized as a discussion group formed especially to keep members informed of the latest developments in advertising. Aaron S. Bloom, of the Aaron S. Bloom Advertising Agency, is president; Margaret Matson, of Wm. Filene's Sons Company, vice-president, and Miss Martha Sturn, of the Sturn Letter Shop, secretary and treasurer.

On the executive staff of the organization are: David Biller, Harry Belcher, Charles Boyden, Harry Faunce, Dana Hartshorn and Abe Smith.

C. B. Mills Heads Dallas Club

Charles Bennett Mills has been elected president of the Dallas Advertising League. William S. Henson and W. C. Grant have been made vice-presidents and Pierre Fontaine has been made secretary-treasurer. C. C. Yost has been appointed editor of the club's publication, "OK'd Copy" and V. T. Fearis has been made vigilance director.

New directors elected are: Wesley Gilliland, J. C. Zimmerman, A. A. Weatherford, M. F. Larmer, Earl Y. Bateman and James E. Clark.

J. L. Sowers Heads Dayton Club

J. L. Sowers, vice-president of The Parker Advertising Company, has been

elected president of the Dayton, Ohio, Advertising Club. Edward Keever, of the J. C. Ely Printing Company, has been made vice-president. L. Lovering, of the Hooven-Dayton Company, has been elected secretary. Henry Ochs, of the Winters National Bank, has been made treasurer.



J. L. Sowers

Five years ago, while a resident of Muncie, Ind., Mr. Sowers served as president of the Muncie, Indiana, Advertising Club.

F. D. Boone Heads Toledo Club

Frank D. Boone, of the Toledo Blade, has been elected president of the Toledo Advertising Club. Other officers for the coming year are: First vice-president, Smither Merrill, Toledo Edison Company; second vice-president, Roi C. Davis, Sam Davis Company; recording secretary, Homer E. Frye, Toledo Better Business Bureau, and treasurer, Charles G. Gernheuser, Commerce-Guardian Bank.

Directors of the organization elected are: Fern L. Kettel, Lamson Brothers Company; A. W. Dean, Toledo Sign Company; R. G. Ewell, Manufacturers' Advertising, Inc.; Homer E. Willard, Toledo Stamp & Stencil Company; Eugene Meehan, Medbury-Ward Engraving Company; T. R. Longcope, Toledo News-Bee, and Roy E. Hohl, Stein's Ready-to-Wear.

Cleveland Club Elects Trustees

The following were elected trustees at the annual meeting of the Cleveland Advertising Club held last week:

One year terms: R. O. Bartholomew, Bartholomew, Leeper & Griswold; William N. Bayless, Bayless-Kerr Company; William C. Dunlap, American Multi-graph Sales Company; Ralph Leavenworth, The Austin Company, and George E. Mills, North American Coal Company.

Two year terms: Guy Baker, Lee E. Donnelley Company; Dr. W. Harry Freda, Manufacturers' Life Insurance Company; Wilbur H. Hyde, Abner Royce Company; Charles H. Kellstadt, The Kinney & Levan Company, and William T. Symes, The Symes & Olds Company.

Three year terms: Dale Brown, Guardian Trust Company; Harry W. Dankworth, The Dankworth Company; James Leslie Hubbell, Wm. Ganson Rose, Inc.; Charles W. Mears, and Paul Teas, Paul Teas, Inc.

Appoints Trustees

g Council has appointed trustees for the arrangement of meetings and to plan speakers on rest. G. D. chairman of advertising series. E. Edward H. E. G. Borton, H. Needham

Trustees

been elected Club of the of Columbus, Huntington City, Columbus Columbus Gas Engle, Kamp R. F. Heber, E. E. Huntch; G. R. Fabrics Cor- Lee, Terry's board will ers for the

Tacoma

been elected Wash. Ad- cers elected first vice-second vice-Todd, secre- directors in- William L. ws, Lock T. John Golds-

Member-

drive, the Club reports 47 members. club, it is 77.

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Bureau

tu. T. H. temporary

The Little Schoolmaster's Classroom

CLASS members have heard it bruited about that advertising isn't much believed these days; that it has broken faith once too often and that it is selling at a discount so far as the American public is concerned.

If the experiences of the Cleanliness Institute are any criterion, however, there is still an element in our population—and a tremendously large and important element—which still takes its advertising straight. The Cleanliness Institute was organized to "promote public welfare by teaching the value of cleanliness." As explained in a recent article in these columns, its 1930 advertising produced, within ten months, 265,713 coupons calling for 435,769 booklets.

In addition to the coupons there were many letters, some of them ordinary, some of them merely interesting, and some of them stark evidence that advertising still stirs deep human emotions. For example, here is a cross-section of how America responds to advertising, sliced out of a handful of the letters received by the Institute:

I have a terrible habit of blushing every time anyone says anything to me. Do you think it is my nerves that causes this? Can you suggest anything to prevent this?
(From a sixteen-year-old girl.)

I'm a fellow. I'm twenty. I'm clean. But there are a lot of people look cleaner than I do. I'm poor. But not too poor. I want to look as clean as all those other people. You'll tell me how? Go ahead. I'm dumb. Damn dumb. But I'm eager. P.S. I can't send the coupon because I don't own the magazine. Yes, and I swiped this paper too. (Written on stationery of the Athletic Club of Philadelphia.)

I have four babies, the oldest only five years of age and none of them twins. I am only twenty-three years of age so you know I have lots to live and learn about everything in general. Have you anything along the line of a budget where there is only a hundred dollars a month and a family of six to feed and clothe?

I received your pamphlet book on "The Thirty Day Loveliness Test" and I wish to thank you very much

although there was evidently some mistake in my checking the book I wanted. I am a man and I intended to ask for "The Book About Baths." However, I gave the book to my girl friend who was delighted with it, so I'm glad I got it.

I don't want to know how to have a cleaner house by 12 o'clock since mine is a rambling affair and I possess no vacuum cleaner and have no rugs. I oil with light oil and get down and scrub when the dust gets thick. Nobody knows what it is to love a house until she has scrubbed it. Nobody admires a trashy meadow, or a smutty car, or a moulty bird.

Have been living in this town of Dutch settler type folks for about three years and am still somewhat appalled at the number of families I come across who feel that it is positively out of the question to take more than their regular Saturday night or Sunday morning bath.

I am the mother of three small children and my husband is a man that likes a clean home and a clean wife and children but no matter how hard I work I never can keep the house and kiddies clean so I want your help.

Please send me the book about baths. I am interested as my husband will not take his baths.

I am enclosing two pretty lace linen hand-made handkerchiefs asking you if you please would you kindly help me in buying or exchanging them for two dozen cakes of soap.

I'm a farmer's wife, sixty-five years of age, and have never had the happy feeling of having all my work done, though it's been the desire of my life to accomplish this.

And finally from a man named Keen who wrote: "Now you come along and upset everything with your suggestion that there is a technique to bathing. Tell me the worst and I will start all over again and if I never accomplish anything else in this life perhaps when I die they will hew on my rock headpost: 'Here lies the carcass of Old Man Keen—His soul was spotted but his body was clean.'"

When plans are made for the purpose of indicating the market for a product to retailers in their

This Book is Free!

Write Today for Your Copy



CUT

Distribution Costs By Using AWA Warehouses for Branch Houses!

COCA COLA does it . . . and so can you! M. M. Emmert, traffic manager of the Coca-Cola Company, says: "In the distribution of syrup to serve more than nine million drinks of Coca-Cola daily, the public warehouse plays an important part. We use public warehouses throughout the country—and find that their service improves our distribution and lowers our distribution costs."

Merchandise warehouses operated by members of the American Warehousemen's Association are located in every distribution center of importance—ready to furnish all necessary facilities and services required for the strategic spot-stock distribution of raw materials, manufactured articles and service parts of every kind.

The flexibility of such a distributing system is almost unlimited. You can use as many warehouses as your business requires . . . in two cities, in twenty cities, or in a hundred cities! Costs are based on

the number of units of your goods that are handled. You have little or no overhead if business is dull and very few shipments are moving through the warehouses . . . and whether business is dull or brisk you pay only on a "piece work basis" for goods actually stored or distributed by AWA warehouses. Such flexibility in controlling costs enables you to expand your business without risk, and to make important savings by using our warehouses instead of operating your own branches at a fixed overhead.

Full details of the AWA Plan are described in our 32-page booklet, sent free on request.



AMERICAN WAREHOUSEMEN'S ASSOCIATION
 1906 Adams-Franklin Building Chicago, Illinois



HOW TO SELL HAWAII'S HUNDRED MILLION DOLLAR MARKET



Send for a SURVEY on the
line or lines of merchandise
in which you are interested

HONOLULU STAR-BULLETIN
HONOLULU, HAWAII

Continuous MOTION



PICTURE ADVERTISING PROJECTOR

AUTOMOTION PICTURES, Inc.
31-28 Queens Blvd., Long Island City, N. Y.

An Unusual Sales Promoter AVAILABLE

Increased sales \$1,000,000 in four years for Direct Selling firm; \$85,000 in nine months for manufacturer; 18% first year for petroleum products distributor. Eleven years' extensive experience as sales, sales promotion, and advertising manager in direct-selling, mail order, chain store clothing, electrical home appliances, and petroleum products. Ten years in printing and newspaper work. Only 38, married, a Christian, able lecturer, fluent writer. Broad knowledge of manufacturing, wholesale, retail problems. Salary secondary to opportunity. Available at once due to merger.

Address "Z," Box 200, Printers' Ink

Printing Lithograph Salesman Available

Man controlling substantial business desires to represent out-of-town concern in New York territory.

Address "P. S." Box 59, Printers' Ink

own back yards one is apt to hear objections. "Give the dealer some credit, he surely knows who can buy our product," is one of the arguments advanced.

It is best to lend a deaf ear to these objections. Presenting the retailer with every bit of helpful information on sales possibilities in his community, especially if the article sells for \$10 or more, should not be overlooked. The obvious sales helps frequently are the most valuable.

The Schoolmaster made these notes after he had read an article in "Full Range," published for distributors of General Electric radio sets. Dealers are told just how to study their communities for prospects for the new G-E Junior and Junior Console models. The various classes of prospects are listed and described.

One of the leads is—"Noon Hour Calls at Industrial Plants—workers spend their leisure time looking for something to do. You will find it easy to interest them in the G-E Junior, especially if you bring a set with you."

Then there are suggestions as to how the new sets can be introduced to prospects for an inexpensive set, prospects limited for space, prospects for second sets, and institutions, such as hospitals, schools, churches, hotels.

There is nothing new under the sun, but it is advisable, nevertheless, to point out every type of prospect to a dealer.

* * *

Publishers' Weekly recently published an article "Can Publishers' Blurbs Be Depended Upon?" which has aroused unusual interest among its readers. In a late issue are printed several letters of comment. One of these, from a representative of Doubleday, Doran & Co., Inc., points out that "John Mistletoe," by Christopher Morley, has not one word "of publisher's paregoric on the jacket."

Of course, the publishers of "John Mistletoe" do not waste the space on the jacket. On the front there is a design and the name of book and author. On the back is the most legitimate and, to use a

They Are Thinking of October's Sales

ADVERTISERS are thinking now of October sales.

Strangely enough, in spite of some people who think the country should be sold back to the Indians, business plans are being made.

Broadsides are being written and territories surveyed with an eye on the holiday shopper.

Every local market is being checked with new yardsticks of judgment.

The agency space buyer as well as the advertiser is thinking from now on, through the dog days, of late fall and winter campaigns for his clients.

The publisher who tells his story to the men who buy space during the *money months* of July and August is going to be glad when the space orders come through.

Reach the men who buy the space, through the pages of

PRINTERS' INK PUBLICATIONS

EGYPT'S ASSOCIATED DAILIES

To thoroughly cover
Southern Illinois use

Du Quoin Call

Mt. Vernon Register-News

Mt. Carmel Republican-Register

Cairo Citizen

Carbondale Free Press

Centralla Sentinel

Murphysboro Independent

Marion Republican

Fenton Evening News

Eldorado Journal

West Frankfort American

Harrisburg Register

Lawrenceville Record



**Community Advertising
Specialists**

Communities served from Fairbanks, Alaska to cities in
Florida. Good for questionnaire for tentative survey of
your city.

Address Dept. C,
Bott Advertising Agency
Little Rock, Arkansas

• ART SERVICE •

one-man organization
located in New York

NEEDS ASSOCIATE

who can follow up leads and develop accounts
already contacted which need personal atten-
tion. Small investment will buy an interest.
Opportunity for advertising man with accounts
plus ability wanting a good future. Address
"V," Box 58, Printers' Ink.



To make the files of the Printers' Ink
Publications more accessible we sell
binders at cost. The Weekly binder
holding seven to nine copies \$1.25,
postpaid. Monthly binder holding six
copies \$2.00, postpaid. These binders
are an attractive addition to any desk
or library.

Printers' Ink Publications
185 Madison Ave. New York

word dearly beloved by publishers,
intriguing kind of blurb possible, a
quotation from the book itself.

The Schoolmaster would like to
feel that this is one of the first
indications of a blurless era. He
has been reading extravagant state-
ments about petty, ephemeral books
for so many years that his senses
are thoroughly anesthetized to
any possible buying urge that they
might originally have contained.

While on the subject of blurbs
the Schoolmaster would like to de-
viate a word or two to the most
exaggerated example of the blurb
now extant. He means, of course,
the "coming performances" pre-
showing blurbs of the talkies. On
one evening recently in a suburban
theater the Schoolmaster saw three
new talkies announced definitely as
epoch-making. Three epochs a week
is doing well, even for the talkies.
Even the dumbest of customers is
likely to sense the absurdity of
some of the astounding claims made
for new talkies. Once an adver-
tiser has succeeded in convincing
his prospects that his advertising is
absurd he has killed his advertising
—and that is true of the talkies as
well as of the printed page.

When twice as many people will
pay for something which previously
had been offered for nothing, the
circumstances indicate a case study
for Class discussion. The expe-
rience is that of The DeVilbiss
Company, Toledo, manufacturer of
medicinal atomizers for home and
professional use.

The company wanted to introduce
an atomizer for use with ephedrine,
a drug used for treatment of colds
and other inflammations of the
upper respiratory tracts. A circular
letter was sent to 150,000 doctors,
offering them an atomizer free.
This letter brought 14 per cent re-
turns.

It was felt that the new atomizer
should attract greater interest from
the medical profession. A second
letter was sent. It went to the same
list but, this time, a nominal charge
of twenty-five cents was made. Al-
most one-third of the doctors who
received the letter actually replied.

by publishers, but possible, and book itself. Schoolmaster in drawing two conclusions: First, there is demonstrated the prestige and informative value of advertising. National advertising was a factor in the situation when the second letter was sent. Second, it seems reasonable to attribute the 100 per cent increase at least partly to the fact that people value more highly those products which they must pay for than those which they can get for nothing.

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to introduce ch ephedrine cent of colds ons of the s. A circular 000 doctors. mizer free per cent re-

ew atomizer interest from. A second to the same ninal charges s made. Al doctors who ally replied.

The 43,592 quarters received represented about a 29 per cent return.

This experience warrants the Schoolmaster in drawing two conclusions: First, there is demonstrated the prestige and informative value of advertising. National advertising was a factor in the situation when the second letter was sent. Second, it seems reasonable to attribute the 100 per cent increase at least partly to the fact that people value more highly those products which they must pay for than those which they can get for nothing.

Joins Corning Agency

Arthur Cohler and Samuel N. Nemer, formerly with the Cohler-Nemer Advertising Agency, St. Paul, have joined Corning, Inc., advertising agency also of that city, as account executives. Mr. Cohler was for many years superintendent of the Northwest Rug Company, in charge of advertising and sales promotion, and Mr. Nemer was, at one time, sales and advertising director of the Western Garment Manufacturing Company.

Heads DeVaux-Hall Export Sales

Paul D. Welch has been appointed export sales manager of DeVaux-Hall Motors Corporation, Grand Rapids, Mich. He was formerly with the sales force of the Studebaker Corporation of America and later was with the Reo Motor Car Company in a sales promotional and export capacity.

The Lumber Dealer's Recommendation

is a powerful factor in the choice of building materials. Builders are slow to use the product he doesn't recommend. His approval can increase your sales. Sell him through his favorite paper—the

American Lumberman
CHICAGO

Est. 1873

A. B. C.

Reputable Publisher

will buy one or more class or trade magazines now operating on a profitable basis.

Address "W," Box 56, P. I.



TRADE PAPERS, need it!

Send for this descriptive folder



Getting your story to the right man is half the fight . . . the Standard Advertising Register contains more names of executives of firms doing national advertising than any other publication. Get Standard Service . . . and GET your man! Find out about it!

NATIONAL REGISTER PUBLISHING CO.

853 Broadway 140 So. Dearborn St. 7 Water St. 1226 Russ Building
New York Chicago Boston, Mass. San Francisco, Cal.

Young Man Available At Once

Ten years' experience with Four-A agencies and leading sales organizations. Desires connections with agency or manufacturer. Can furnish highest references. Address "A," Box 201, Printers' Ink.

Will Take Over Trade Papers

The advertiser is a publisher of high standing known throughout the country for successful operation of trade papers. He is in a position to take over one or more trade papers that are unsuccessful—or successful—on some equitable arrangement.

Address "X," Box 57
Printers' Ink

Business Producer Available

Has a background of fifteen years' successful experience as a business producer for three nationally known organizations. Experience covers advertising in all media, sales promotion and publicity, writing copy for local and national publication, salesmen training and dealer development, house-organ editing, personal selling, sales and market surveys.

Address "B," Box 203
Printers' Ink

R. A. Dadisman Heads Cincinnati Industrial Group

R. A. Dadisman, supervisor of general advertising of The American Rolling Mill Company, Middletown, Ohio, has been elected chairman of the Cincinnati Association of Industrial Marketers. Fred G. Berling, of the Lunkenheimer Company, has been re-elected vice-president and W. J. Hengehold, of The Lodge & Shipley Machine Tool Company, secretary-treasurer.

The executive committee consists of the following: H. W. Roos, The H. W. Roos Company; Kenneth Magers, Union Gas & Electric Company; Walter Rybel, The R. K. LeBlond Machine Tool Company; William Hellig, The William Powell Company; Walter McFadden, The American Machinist, and Walter H. Mason, the Bohnett Company.

N. B. Abbott Again Heads St. Paul Town Criers

N. B. Abbott, secretary of the Randall Company, St. Paul printer, has been re-elected president of the Town Criers Club, advertising group of that city. Adelaide Enright has been re-elected vice-president and Harold E. Blodgett and W. W. Chreiman have been made secretary and treasurer, respectively.

The following chairmen of committees constituting the board of governors, have been appointed: Educational, Frederick G. Stutz; membership, Dabney Miller; vigilance, Cameron Clarke; civic, A. E. Felstead; publications, George Chizom; entertainment, Louis Melamed, and publicity, Frederick O. Schubert.

L. G. Stanford Heads San Diego Club

Leland G. Stanford has been elected president of the Advertising Club of San Diego. He was vice-president and program director of the club last year. David R. Minshall is the newly-elected vice-president.

The new board of directors of the club includes: A. C. Acason, Norman R. Barnes, Peter Bennett, Roy Campbell, Jr., LeRoy Carroll, James Erickson, Arnold Klaus and E. C. Northridge. The retiring president, John Lawrence Fox, is also a member of the board.

H. J. Echele Again Heads St. Louis Club

H. J. Echele, secretary-treasurer of the Warwick Typographers, has been re-elected president of the Advertising Club of St. Louis. A. J. Rose has been elected first vice-president; Hale Nelson, second vice-president; J. Leslie Mahl, third vice-president; Louis A. Zimmerman, secretary, and Gus V. Kenton, treasurer.

"GIBBONS knows CANADA"

Classified Advertisements

BUSINESS OPPORTUNITIES

PRINTER (Lease Expiring) desires subletting 2,500-ft. space from concern requiring printing. Consider basement. Consider absorbing accounts from printer in distress. Percentage. Box 890, P. I.

Publishers—A confidential talk regarding buying or selling or making internal readjustments might be mutually profitable. Write or telephone HARRIS-DIBBLE COMPANY, 11 West 42nd St., New York City. Penn 6-8334.

BUSINESS PUBLICATION for sale, due to ill-health of owner. One of the best-known and oldest trade papers with group of allied annuals and handbook. Splendid opportunity for young, aggressive management to acquire valuable property capable of great expansion. Little cash and highly favorable terms to responsible experienced buyer. Box 894, P. I.

EMPLOYMENT SERVICES

General Managers, Sales Managers, Advertising Managers, Comptrollers, Treasurers, other important men have for twelve (12) years engaged us to negotiate new connections. **INDIVIDUAL CONFIDENTIAL.** Not an employment agency. Jacob Penn, Inc., 535 Fifth Ave. at 44th St. Established 1919.

HELP WANTED

Unusual Opportunity for advertising man as partner representing export publication. Must have contacts with leading exporters. Please outline complete qualifications. Treated confidentially. Box 887, P. I.

WOMAN WITH SALES PROMOTION EXPERIENCE, PREFERABLY IN DIRECT SELLING. Please write, giving outline of experience and compensation. Box 889, Printers' Ink.

WANTED:—AN ACCOUNT EXECUTIVE!
A small growing Chicago Agency has a berth for an account executive who is capable of producing some business. An opportunity to work congenially on a basis leading to a partnership interest. No investment necessary, but must be self-supporting. Give full particulars—References, etc. Box 884, Printers' Ink. Chicago Office.

WANTED ADVERTISING MAN as Salesmanager

Printing plant located in Rochester, N. Y., with splendid modern equipment and complete organization has opening for a man who possesses character and personality with printing sales experience, who can plan, write and sell advertising campaigns, catalogs, etc. Unusual opportunity for a man who meets the above qualifications and wants to build for the future. In first letter, state experience, education, age and salary expected to start. Box 893, P. I.

COPY MAN OR WOMAN, with experience in preparing direct mail circulars and sales letters, for half time work in the circulation department of a rapidly growing home magazine. State present and past connections, age, and salary required. Box 881, Printers' Ink.

MISCELLANEOUS

New York Office Space available with centrally located publishers. Use of conference room, art department, etc. Ideal for representative, small publisher or agency. Reasonable. Box 878, P. I.

Industrial Advertising Agent and typographer offers services, compact modern shop, trained assistant, and small accounts; on salary contract to set all ads, handle production, copy, as department of medium-size Manhattan agency. Box 882, P. I.

EXPERIENCED RADIO AND COPY MAN—Young Man—six years' selling experience, school and actual experience in radio and newspaper advertising. Desires position on radio station staff or with agency. Five years' experience at announcing and continuity writing. Hard worker, age 22, work anywhere. Box 880, P. I.

POSITIONS WANTED

MAIL ORDER and DIRECT MAIL—analysis, plans, dramatic, pulling copy, human-appeal layouts; splendid experience getting coupon, agent, C.O.D. and direct sale results. Box 885, P. I.

ACCOUNTANT-EXECUTIVE
can manage small business, or take complete charge department large concern; thorough advertising and publishing experience. Box 892, Printers' Ink.

RADIO DIRECTOR—Young producer with successful background stage and radio direction, including agency experience, seeks new connection with progressive agency. Real "microphone showman." Box 879, Printers' Ink.

ADVERTISING MANAGER PRODUCTION MANAGER

OR CONTACT MAN
Create, write, produce. Expert knowledge of printing, allied arts. References. Box 886, Printers' Ink.

Translator-Copy Writer—Long, successful experience handling copy in Spanish and Portuguese. Now training at Columbia; will accept small position to develop as English copy writer. Understand type faces and layouts. Box 883 P. I.

ADVERTISING MAN—SALES PROMOTER
5 years important position one concern; 4 years advertising manager chain-store organization; 2 years department store; thorough knowledge direct mail; excellent correspondent; editor house-organ; capable assistant busy executive. Box 888, P. I.

Originative Designer

seeks part-time or free-lance arrangement with agency, publisher or progressive printer. Knows layout, lettering and typography thoroughly. Accustomed to high-calibre creative work. Box 891, P. I.

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for w
top o
engra
river-
produ
and k
Water



WE WOULD NOT MISLEAD YOU

for worlds. The emblazoned letters shining forth so lustily at the top of this beautiful night scene were stripped in there by one of our engraving lads. So do not look for them the next time you stroll river-ward in Chicago. Look to us, instead, for that first quality of production that has made the lettering true. You should get better and better acquainted with Collins & Alexander, of 65 East South Water Street, in Chicago.



General advertisers of
auto accessories
during the first five
months of this year
placed 49% MORE
lines of advertising in
the Chicago Tribune
than in any other Chi-
cago newspaper.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Average Net Paid Circulation, May, 1931:

Daily, in excess of 820,000;

Sunday, more than 1,010,000.

Eastern Adv. Office
NEW YORK
220 E. 42d St.

Southern Adv. Office
ATLANTA
1825 Rhodes-Haverty
Building

New England Adv. Office
BOSTON

718 Chamber of
Commerce Building

Western Adv. Office
SAN FRANCISCO
820 Kohl Building